

# City of Mountain View Resident Survey Report

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### Overview and Research Objectives

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- **Identifying what residents' view as important issues on which the City should focus its attention**
- **Assessing the level of importance and the degree of resident satisfaction with City's provision of services and their quality of life in Mountain View**
- **Gathering residents' opinions on following issues:**
  - Affordable Housing
  - Castro Street/Downtown Area
  - Cuesta Park Annex site
  - Traffic Conditions and Pedestrian Safety
  - Public Transportation
  - Public Safety and Police Services
  - Recreation
- **Identifying demographic characteristics of residents in the City of Mountain View**

Godbe Research is pleased to present the results of a resident survey conducted for the City of Mountain View. The *Research Objectives* for this study are stated above. Since 1990, Godbe Research has been a recognized leader in public opinion and market research, helping city and county governments gather resident feedback similar to the survey of Mountain View residents reported here.

This report begins with the *Research Methodology* section detailing the sampling and data collection techniques used in this study.

The *Key Findings* section offers a question-by-question analysis of the survey that includes the following:

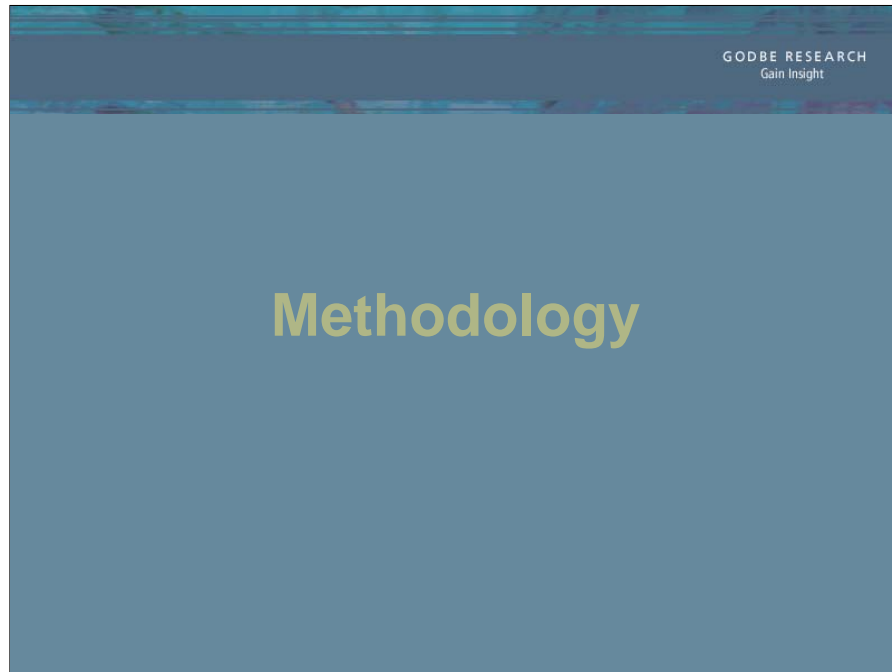
- Satisfaction with quality of life
- Most Important issues facing the residents
- Importance of and satisfaction with various city services
- Resident visits to the Castro Street area and the Cuesta Park Annex site
- Traffic conditions and pedestrian safety
- Public transportation
- Public safety and police services
- Recreation
- Emergency response
- Willingness to pay for specific city services.

The *Conclusions* section summarizes the results of the study and offers recommendations.

*Appendix A* provides the *Toplines* with results of the study.

*Appendix B* presents the complete *Crosstabulation Tables*

*Appendix C* presents the *Questionnaire* used for the study.



## City of Mountain View Resident Survey Report

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Methodology Overview		GODBE RESEARCH Gain Insight
➤ Data collection	Telephone interviewing	
➤ Universe	58,639 residents 17 years of age or older in the City of Mountain View (US Census 2000)	
➤ Interview dates	March 28- April 04, 2006	
➤ Interview length	20 minutes	
➤ Sample size	423	
➤ Margin of error	±4.88%	

### Survey Methodology

A total of 423 residents completed the survey, representing a total universe of approximately 58,639 residents 17 years and older in the City of Mountain View (Source: US Census 2000), producing a margin of error of plus or minus 4.88%. Interviews were conducted from March 28 through April 04, 2006, and each interview typically lasted 20 minutes.

### Sample & Weighting

Respondents were selected using random digit dialing (RDD), which randomly selects phone numbers from the active residential phone exchanges within the City of Mountain View. Interviewers first asked potential respondents a series of questions, referred to as "Screeners," which were used to ensure that the person lived within the City and was at least 17 years old.

Once collected, the data were compared with US Census 2000 population data to examine possible differences between the sample of respondents and the population of residents 17 years and older within the City on major demographic variables. After examining the demographic characteristics, the data were weighted to accurately represent the adult population of city residents.

### Randomization of Questions

To avoid the problem of systematic position bias -- where the order in which a series of questions is asked could systematically influence the answers -- sections of the study (e.g. affordable housing, public transportation, recreation etc.) were randomized such that respondents were not consistently asked the sections in the same order to avoid the systematic position bias. Similarly, the series of items in Questions 4, 6, 9, 18, 20, 27, and 28 were randomized for the same purpose.

## City of Mountain View Resident Survey Report

# Methodology:

## Margin of Error I

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n	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1100	1.76%	2.34%	2.68%	2.87%	2.93%
1000	1.84%	2.46%	2.82%	3.01%	3.07%
900	1.94%	2.59%	2.97%	3.18%	3.24%
800	2.06%	2.75%	3.15%	3.37%	3.44%
700	2.21%	2.95%	3.37%	3.61%	3.68%
600	2.39%	3.18%	3.65%	3.90%	3.98%
500	2.62%	3.49%	4.00%	4.28%	4.36%
400	2.93%	3.91%	4.48%	4.78%	4.88%
300	3.39%	4.51%	5.17%	5.53%	5.64%
200	4.15%	5.53%	6.34%	6.78%	6.92%
100	5.88%	7.83%	8.97%	9.59%	9.79%

### Margin of Error

Because a survey typically involves a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some differences between a sample and the population from which it was drawn.

These differences are known as “sampling error” and they are expected to occur regardless of how scientifically the sample has been selected. The advantage of a scientific sample is that we are able to calculate the sampling error. Sampling error is determined by four factors: the population size, the sample size, a confidence level, and the dispersion of responses.

The table above shows the possible sampling variation that applies to a percentage result reported from a probability type sample. Since a sample of 400 residents is drawn from the estimated population of approximately 58,639 residents in the City of Mountain View, one can be 95 percent confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percentage points from the result that would have been obtained if the interviews had been conducted with all persons in the universe. As the table indicates, the maximum margin of error for all aggregate responses is between 2.9 and 4.9 percent for the survey.

This means that, for a given question with dichotomous response options (e.g., Yes/No) answered by all 400 respondents, one can be 95 percent confident that the difference between the percentage breakdowns of the sample and those of the total population is no greater than 4.9 percent. The percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of respondents said yes, one can be 95 percent confident that the actual percent of the population that would say yes is between 44.1 (50 minus 4.9) percent and 54.9 (50 plus 4.9) percent.

## City of Mountain View Resident Survey Report

# Methodology:

## Margin of Error II

GODBE RESEARCH

Gain Insight

n	Distribution of Responses				
	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1100	1.76%	2.34%	2.68%	2.87%	2.93%
1000	1.84%	2.46%	2.82%	3.01%	3.07%
900	1.94%	2.59%	2.97%	3.18%	3.24%
800	2.06%	2.75%	3.15%	3.37%	3.44%
700	2.21%	2.95%	3.37%	3.61%	3.68%
600	2.39%	3.18%	3.65%	3.90%	3.98%
500	2.62%	3.49%	4.00%	4.28%	4.36%
400	2.93%	3.91%	4.48%	4.78%	4.88%
300	3.39%	4.51%	5.17%	5.53%	5.64%
200	4.15%	5.53%	6.34%	6.78%	6.92%
100	5.88%	7.83%	8.97%	9.59%	9.79%

The margin of error for a given question also depends on the distribution of the responses to the question. The 4.9 percent refers to dichotomous questions where opinions are evenly split in the sample with 50 percent of respondents saying yes and 50 percent saying no. If that same question were to receive a response in which 10 percent of respondents say yes and 90 percent say no, then the margin of error would be no greater than 2.9 percent. As the number of respondents in a particular subgroup (e.g., age) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup's response will be higher. Due to the high margin of error, Godbe Research cautions against generalizing the results for subgroups that are composed of 25 or fewer respondents.



### Screening Issues

Using random digit dialing (RDD) methodology as a starting point, interviewers then asked potential respondents a series of questions, referred to as “Screeners,” which were used to ensure that the person lived within the City and was at least 17 years old. The first screener was used to correct one of the inherent tendencies of the RDD method to over-sample older residents and women. RDD samples typically over-represent women and older residents because they are often more likely to be home in the early evening or on the weekend and are also more likely to answer the telephone. In order to correct this bias, interviewers asked to speak to the youngest adult male currently available in the household who was at least 17 years old. If an adult male was not available at the time of the call, the interviewer asked to speak to the youngest adult female currently available (at least 17 years old). Another screener addressed the zip code of residence.

### Rounding Issues

To present the data in the most accurate fashion, we display the results to the first decimal point in the tables and figures. However, the narrative uses conventional rounding rules, with numbers that include .5 or higher rounded to the next highest whole number and numbers that include .4 or lower rounded to the next lowest whole number. Because of rounding, the reader may notice that percentages in the discussion may not sum to 100 percent, and the decimal numbers shown in pie charts may vary somewhat from the decimal numbers shown in the tables due to statistical software requirements. These disparities are confined to the first decimal place.

Methodology: Crosstabulation Tables		GODBE RESEARCH Gain Insight		
31. In the past 12 months, have you or any member of your household participated in the City Recreation Program?		H. Gender		
		Total	Male	Female
	Total	423	222	201
	Yes	66 15.7%	27 12.2%	39 19.6%
	No	354 83.6%	194 87.6%	160 79.3%
	Don't Know/No Answer	3 0.7%	1 0.3%	2 1.2%

### How to Read Crosstabulation Tables

The questions discussed and analyzed in this report comprise a subset of the various crosstabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate particular insights are included in the discussion. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns appear in Appendix B. These crosstabulation tables provide detailed information on the responses to each question by all demographic groups that were assessed in the survey. A typical crosstabulation table is pictured above.

A short description of the item appears at the left-hand side of the table. The sample size (in this case  $n = 423$ ) is presented in the first column of data under "Total." The results to each possible answer choice of all respondents are also presented in the first column of data under "Total." The aggregate number of respondents in each answer category is presented as a whole number, and the percentage of the entire sample that this number represents is just below the whole number. For example, among total respondents, 354 people had not participated in the City Recreation Program and this number of respondents equals 83.6 percent of the total sample size of 423. Next to the "Total" column are other columns representing responses from males and females. The data from these columns are read in exactly the same fashion as the data in the "Total" column, although each group makes up a smaller percentage of the entire sample.



## City of Mountain View Resident Survey Report

# Methodology:

## Subgroup Comparisons

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31. In the past 12 months, have you or any member of your household participated in the City Recreation Program?		H. Gender		
		Total	Male	Female
	Total	423	222	201
	Yes	66 15.7%	27 12.2%	39 19.6%
	No	354 83.6%	194 87.6%	160 79.3%
Don't Know/No Answer	3 0.7%	1 0.3%	2 1.2%	

Comparisons of Column Proportions (a, b)		
	H. Gender	
	Male (A)	Female (B)
Yes		A
No	B	
Don't Know/No Answer		

### Subgroup Comparisons

To test whether or not the differences found in percentage results among subgroups are likely due to actual differences in opinions or behaviors – rather than the results of chance due to the random nature of the sampling design – a “z-test” was performed. In the headings of each column are labels, “A,” “B,” “C,” etc. along with a description of the variable. The “z-test” is performed by comparing the percentage in each cell with all other cells in the same row within a given variable (within gender in the pictured table, for example).

The results from the “z-test” are displayed in a separate table below the crosstabulation table. If the percentage in one cell is statistically different than the percentage in another, the column label will be displayed in the cell from which it varies significantly. For instance, in the table above, a significantly higher percentage of women (20%) had participated in the City Recreation Program than the percentage of men (12%). Hence, the alphabet “A,” which stands for “male respondents” appears under Column “B,” which stands for “female respondents.” The letters in the table indicate for which differences one can be 95 percent confident that the results are due to actual differences in opinions or behaviors reported by subgroups of respondents.

It is important to note that the percentage difference among subgroups is just one piece in the equation to determine whether or not two percentages are significantly different from one another. The variance associated with each data point is integral to determining significance. Therefore, two calculations may be different from one another according to the percentage reported, yet the difference may not be statistically significant according to the “z” statistic.

## City of Mountain View Resident Survey Report

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Methodology: Means				GODBE RESEARCH Gain Insight
Question	Measure	Scale	Values	
Q2, Q5, and Q6	Satisfaction Ratings	+1 to +4	+4 = "Very Satisfied" +3 = "Somewhat Satisfied" +2 = "Somewhat Dissatisfied" +1 = "Very Dissatisfied"	
Q4 and Q28	Importance Ratings	+1 to +3	+3 = "Very Important" +2 = "Somewhat Important" +1 = "Not Important"	
Q9, Q35, and Q36	Likelihood for Support Ratings	+1 to +4	+4 = "Definitely Yes" +3 = "Probably Yes" +2 = "Probably No" +1 = "Definitely No"	
Q18	Good Use of the Site Ratings	+1 to +4	+4 = "Excellent" +3 = "Good" +2 = "Fair" +1 = "Poor"	
Q20	Effectiveness Ratings	+1 to +3	+3 = "Very Effective" +2 = "Somewhat Effective" +1 = "Not Effective"	
Q21 and Q27	Perception of Safety Ratings	+1 to +4	+4 = "Very Safe" +1 = "Not safe at All"	

### Understanding a "Mean"

In addition to the analysis of response percentages, many results will be discussed with respect to a descriptive "mean." "Means" are effectively "averages." To derive a mean that represents the level of satisfaction with quality of life in the City (Q2), for example, a number value is first assigned to each response category (e.g., +4 = "Very Satisfied," +3 = "Somewhat Satisfied," +2 = "Somewhat Dissatisfied," and +1 = "Very Dissatisfied"). The answer of each respondent is then assigned the corresponding number (from +4 to +1 in this example). Finally, all respondents' answers are averaged to produce a final number that reflects average satisfaction. The resulting mean makes interpretation of the data considerably easier.

### How to Read a "Means" Table

In tables and charts for Questions 2, 4, 5, 6, 9, 18, 20, 21, 27, 28, 35, and 36 of the survey, the reader will find mean scores that represent answers given by respondents. The mean score represents the average response of each group. The table below shows the scales for each corresponding question. Responses of "DK/NA" were not included in calculating the means for any question.

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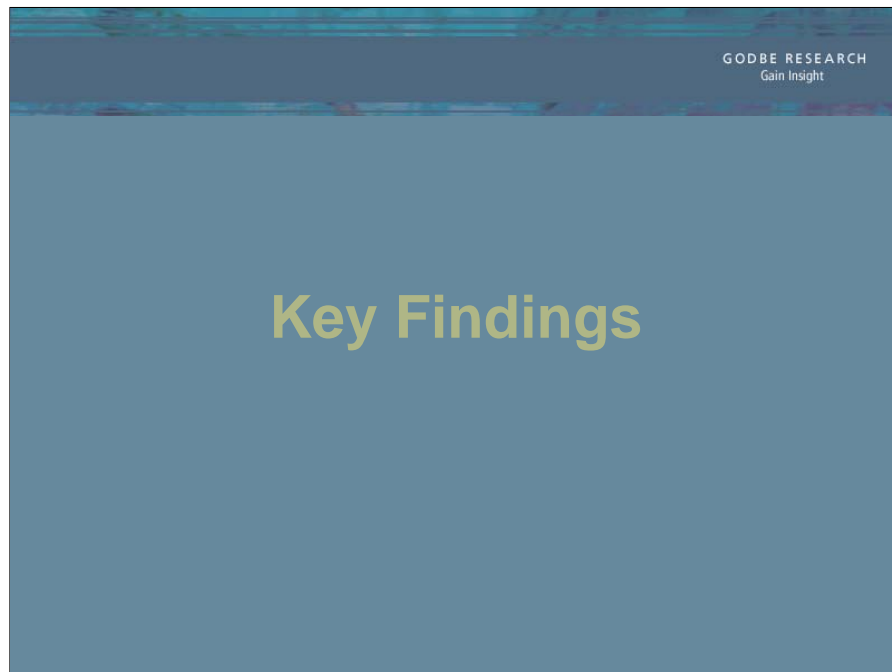
Methodology: Means Tables		GODBE RESEARCH Gain Insight		
		Gender		
		Total	Male	Female
A	Having subsidized housing in my neighborhood	2.7	2.7	2.8
B	Having residents pay a tax into an affordable housing trust fund	2.3	2.2	2.4
C	Having more housing of varying densities near public transit	3.3	3.3	3.2
D	Having more housing of varying densities throughout the City	3.0	3.1	2.9

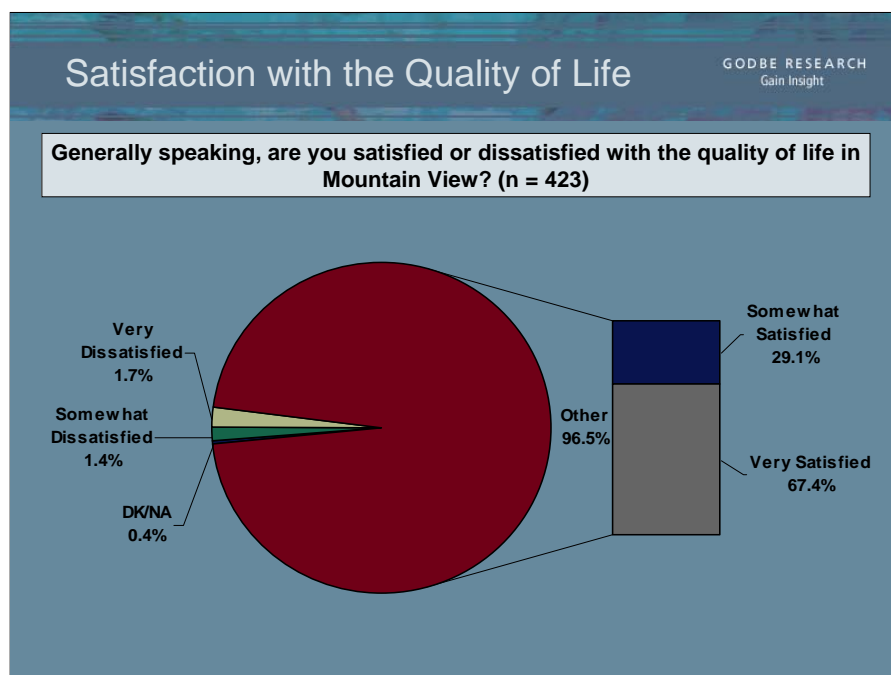
Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion within the report with regard to mean scores. A typical cross-tabulation table displaying mean scores is shown in the pictured table.

The aggregate mean score for each item in the question series is presented in the first column of data under "Total." For example, among all survey respondents, "The likelihood of supporting the housing measure- Having subsidized housing in any neighborhood" was assigned a mean score of 2.7.

Next to the "Total" column are other columns representing the mean scores assigned by respondents grouped by gender. The data from these columns are read in the same fashion as the data in the "Total" column.

To test where two mean scores are statistically different, a "t-test" is performed. Like in the case of the "z-test" for percentages, a statistically significant result is indicated by the alphabet representing the data column.





The first substantive question of the survey asked respondents about their overall level of satisfaction with the quality of life in the City of Mountain View. Once they indicated whether they were satisfied, they were asked if they were somewhat or very satisfied/dissatisfied with it. These responses were coded such that "Very satisfied" = 4, "Somewhat Satisfied" = 3, "Somewhat Dissatisfied" = 2, and "Very Dissatisfied" = 1.

Ninety-seven percent reported that they were satisfied (67% "Very satisfied" and 29% "Somewhat satisfied") and only three percent stated they were dissatisfied with the quality of life in Mountain View. Based on Godbe Research's previous experience, these are excellent quality of life ratings for a city.

### Statistical Significance

There were no statistically significant differences in the satisfaction with the quality of life by the respondents' length of residence, gender, working status, age, number of children in the household, level of education and ethnicity.

## City of Mountain View Resident Survey Report

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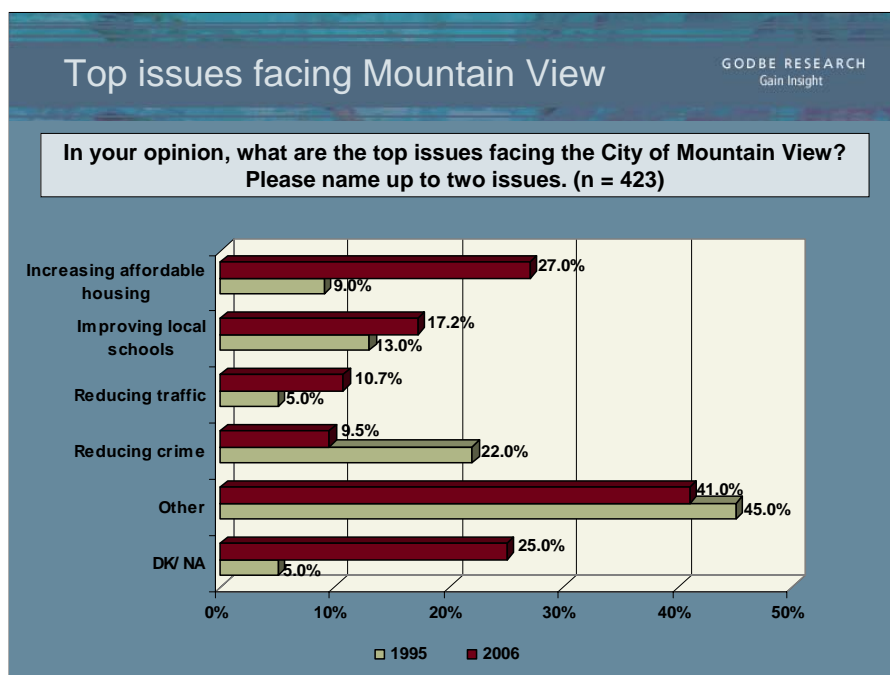
Difference in Satisfaction with the Quality of Life						
GODBE RESEARCH Gain Insight						
Homeownership Status		Annual Household Income				
Own	Rent	\$20,000 or less	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$120,000 or more
3.7	3.6	3.2	3.6	3.8	3.8	3.8

In the comparisons, however, respondents who owned their place of residence indicated a higher level of satisfaction (3.7 mean) with the quality of life in Mountain View than those who rented their place of residence (3.6 mean).

Examining the responses according to the subjects' annual household income, it was observed that the respondents having an income of \$20,000 or less indicated a lower level of satisfaction (3.2 mean) with the quality of life than those reporting an annual household income of \$20,000 to \$40,000 (3.6 mean), \$40,000 to \$60,000 (3.8 mean), \$60,000 to \$80,000 (3.8 mean), and more than \$120,000 (3.8 mean) before taxes in 2005.

*\*The above table illustrates only those subgroups between which statistically significant differences were observed. The remaining categories within each demographic variables have not been called out.*

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The next question of the survey asked respondents to identify two most important issues facing the City of Mountain View in an open-ended format, where respondents had the liberty of mentioning any issue without being constrained to choose from a list.

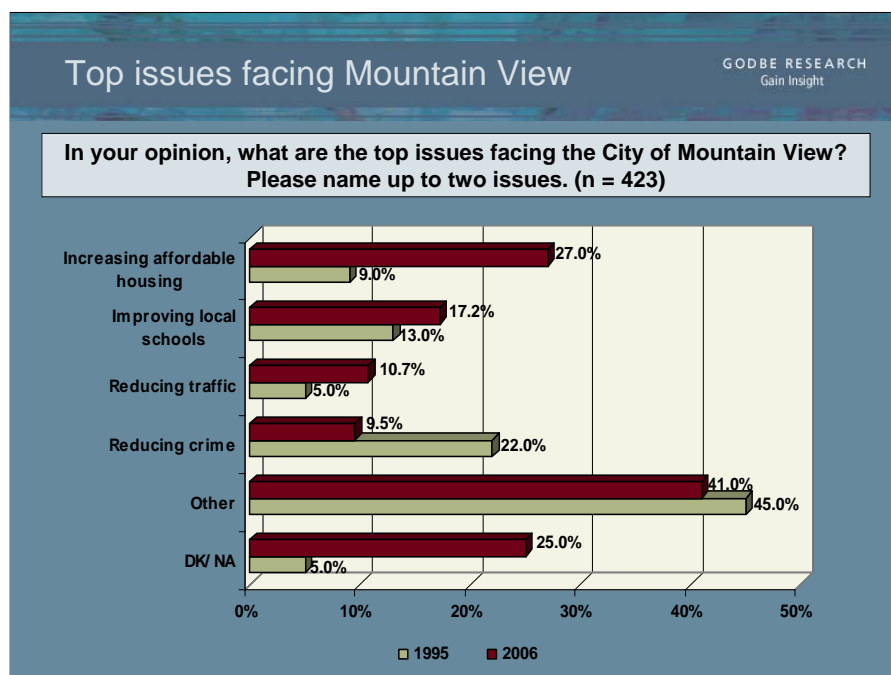
Overall, 27 percent cited “lack of affordable housing” as the top issue in the City. This was a significant increase from 1995, when only nine percent respondents mentioned this issue as important. Similarly, the percentage of respondents mentioning “improving local schools” as an issue increased to 17 percent in 2006 as opposed to thirteen percent in 1995, and those citing “reducing traffic on local streets” also increased from five percent in 1995 to eleven percent in 2006. However, the citations for “reducing crime” as an issue facing the City decreased by twelve percent points over the period of ten years. In 2006, only ten percent made a mention of this issue, as compared to 22 percent in 1995.

Among the other issues in 2006 were “building new recreation and park facilities” (4%), “improving the downtown area” (4%), “poverty and unemployment” (3%), and “over-construction and over-development” (3%) as important for the City. Some miscellaneous issues mentioned were “better management of tax revenue and city budget,” “improving public transportation in the area,” and “maintaining a clean environment and beautification of the city.”

### Statistical Significance

While comparing the percentage of each response option cited by respondents in the 2006 survey, it was observed that a significantly higher percentage of respondents mentioned “increasing affordable housing” as an important issue facing the City as compared to the percentage of respondents who stated “reducing traffic” and “reducing crime” as important issues.

## City of Mountain View Resident Survey Report



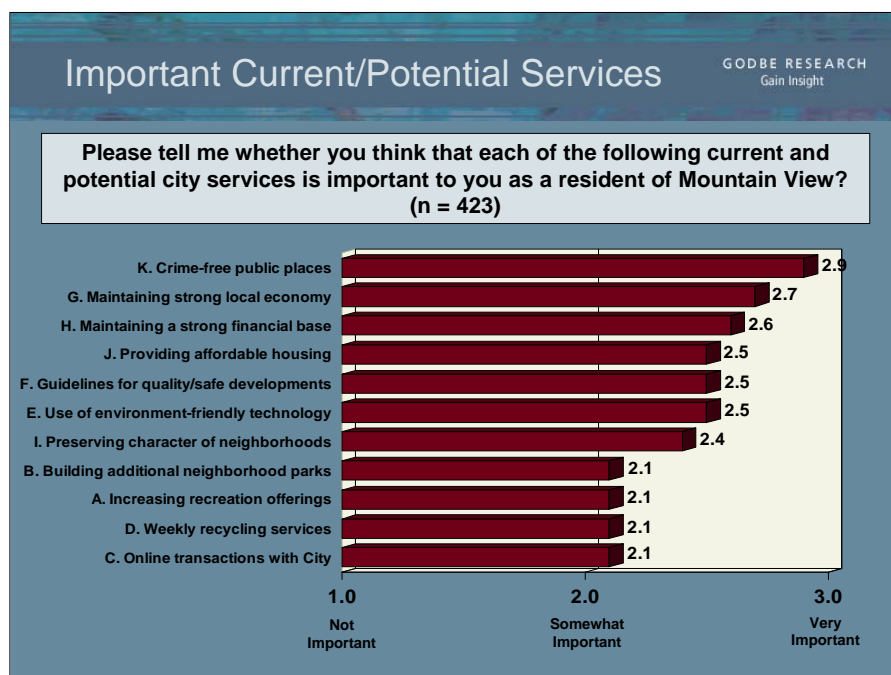
In analyzing the responses based on the subjects' demographic characteristics, it was observed that significantly more female respondents (19%) cited "improving local schools" as an important issue compared to male respondents (16%). Similarly, self-employed respondents (39%) mentioned this as an important issue as opposed to respondents employed full-time (15%) or retired (9%). This issue was of significantly more importance to respondents having one child (28%) and two or more children (27%) in the household than the respondents having no children (12%). This issue was more relevant to respondents who have lived in Mountain View for 6 to 9 years (39%) than those who have lived there for one year or less (12%), 2 to 3 years (9%), 26 years or more (7%). Finally, higher percentage of respondents who have a graduate degree (25%) and those having a college degree (19%) made a mention of this issue than the percentage of respondents having high school level of education or less.

Apart from the above, greater number of Graduate degree holders (31%) and College graduates (36%) cited "Increasing the availability of affordable housing" as an important issue when compared to those having high school graduation or less. Similarly, respondents with annual income of \$100K to \$120K (52%) found this issue of significantly more relevance than those earning \$20K to \$40K (20%) and \$40K to \$60K (12%). About seven percent of the 17 to 24 year old respondents cited this as an important issue, a number that was remarkably lower than the 30 to 34 years old respondents (35%) and 35 to 39 year old respondents (34%).

Finally, a significantly higher percentage of Hispanic respondents (20%) mentioned this issue as important than Caucasian (8%) and Asian respondents (3%).



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The next series of questions asked respondents to provide importance ratings for a variety of current and potential city services and programs. Here, respondents were asked whether they thought each of the city services was “Very important,” “Somewhat important,” or “Not important” to them as a resident of Mountain View. Responses were coded such that “Very important” = +3, “Somewhat important” = +2, and “Not important” = +1. Responses were then aggregated to form a mean importance score for each program or service tested. The mean score represents what an average respondent thought about the importance of the program or service.

Mountain View residents rated “Keeping public places safe from crime” (2.9 mean, 99% “Extremely” or “Very important”) as the most important of the City services and programs tested, followed by “Maintaining a strong local economy” (2.7 mean, 97% “Extremely” or “Very important”) and “Maintaining a strong financial base to fund City programs and services” (2.6 mean, 95% “Extremely” or “Very important”).

Apart from the above, “Providing affordable housing,” “Enforcing codes and guidelines for quality and safe developments,” and “Having City facilities use environment-friendly technology” were cited as important city services by 86%, 91%, and 89% of the respondents respectively, each with a mean score of 2.5. “Preserving character of existing neighborhoods” got a mean score of 2.4 and was rated as important by 86 percent of the respondents.

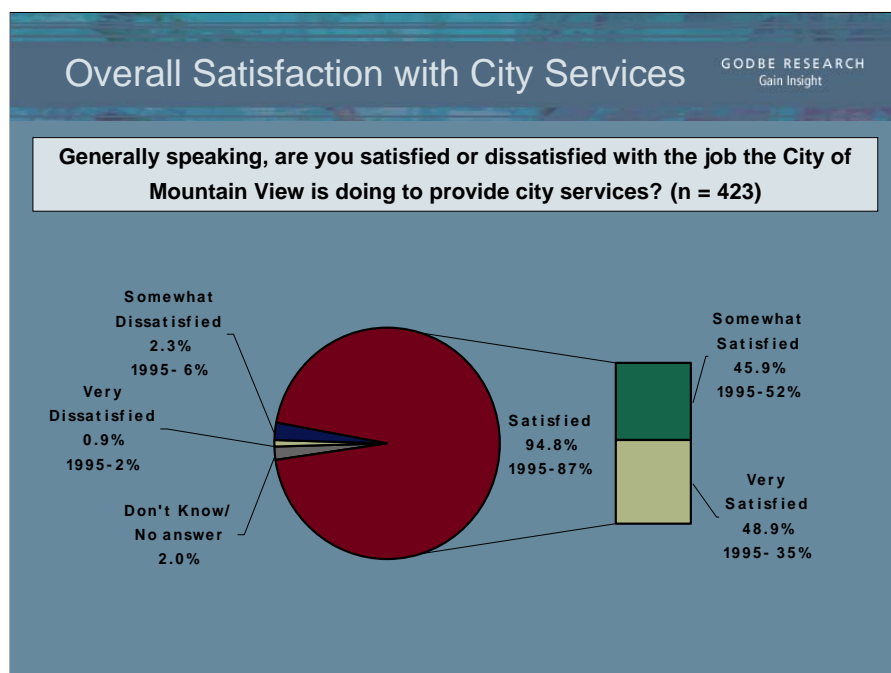
Finally, the services that received the lowest importance ratings were “Building additional neighborhood parks” (2.1 mean), “increasing recreation program offerings” (2.1 mean), “Having weekly as opposed to bi-weekly recycling service” (2.1 mean), and “Conducting transactions with the city via internet” (2.1 mean).

### Statistical Significance

In comparing the mean scores of importance given to each of the current and potential City services, it was observed that a mean score of 2.1 is significantly lower than 2.4 and 2.5. Similarly, 2.7 was found to be significantly higher than 2.6, and significantly lower than 2.9.

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Question 5 asked respondents to indicate whether they were satisfied or dissatisfied with the job the City of Mountain View was doing to provide city services to its residents. They were also asked if they were “very” or “somewhat satisfied or dissatisfied with the City’s performance.

Out of the 423 respondents of the study, 49 percent indicated that they were very satisfied with the City’s performance in providing services to its residents. Forty-six percent of the respondents were somewhat satisfied with the job the City is doing, thus bringing the total percentage of satisfied respondents to 95 percent. Apart from this, about three percent of respondents indicated that they were somewhat dissatisfied (2.3%) or very dissatisfied (0.9%) with the city’s performance in providing services. The remaining two percent respondents did not answer this question or remained neutral. Based on Godbe Research’s experience of conducting resident surveys for other cities, these satisfaction ratings are excellent.

This degree of satisfaction with City services was remarkably higher than the figures reported in 1995, where the percentage of satisfied residents was 87 (35% “Very Satisfied” and 52% “Somewhat Satisfied”) and that of dissatisfied respondents was eight (6% “Somewhat Dissatisfied” and 2% “Very Dissatisfied”).

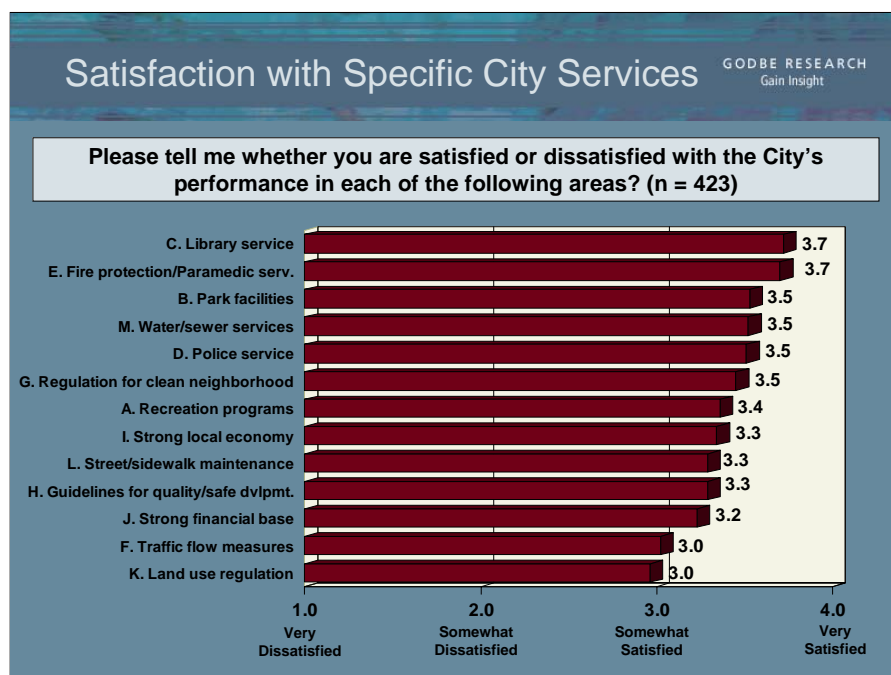
Difference in Overall Satisfaction				GODBE RESEARCH Gain Insight	
Ethnicity					
Caucasian Or White	American-Asian	Latino(a) or Hispanic	Other Ethnicity		
3.5	3.3	3.6	3.3		

No statistically significant differences were observed in the respondents' satisfaction with the city's job in providing services by their length of residence, gender, working status, age, number of children in the household, income and level of education.

Results from the comparison of opinions by ethnicity showed that Caucasian (3.5 mean) and Hispanic (3.6 mean) respondents had a higher satisfaction with City's performance in providing services as compared to Asian respondents (3.3) and those of other ethnicities (3.3).

*\*The above table illustrates only those subgroups between which statistically significant differences were observed. The remaining categories within each demographic variables have not been called out.*

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Next, respondents were asked to indicate whether they were satisfied or dissatisfied with the City's performance in various programs and services. Here, responses were coded such that "Very satisfied" = +4, "Somewhat satisfied" = +3, "Somewhat dissatisfied" = +2, and "Very dissatisfied" = +1. Responses were then aggregated to form a mean satisfaction score for the City's performance in these areas.

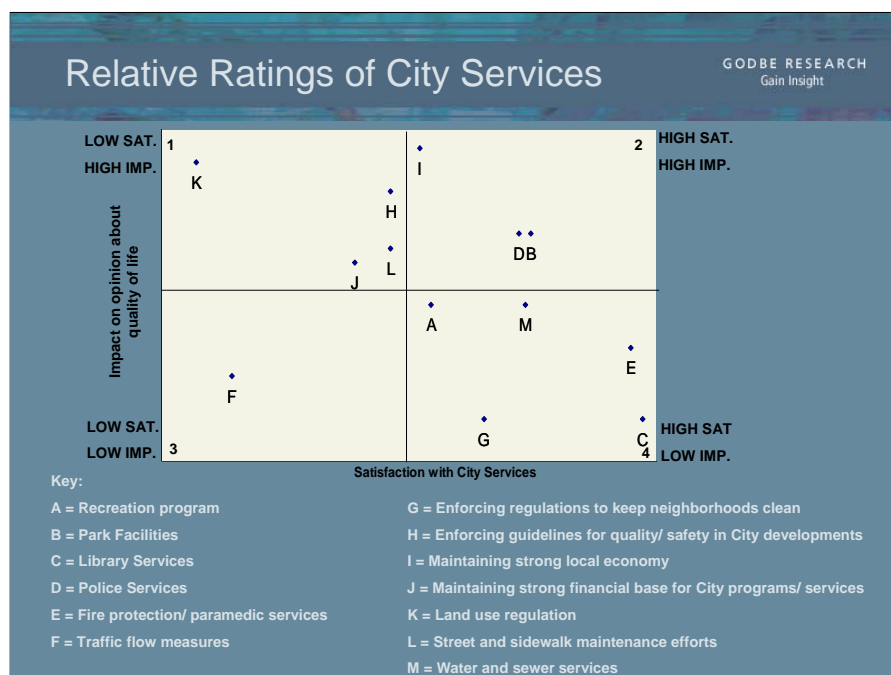
Out of the thirteen items tested, Mountain View residents indicated the highest level of satisfaction with "Library services" (3.7 mean, 86% "Very" or "Somewhat" satisfied) and "Fire protection and paramedic services" (3.7 mean, 81% "Very" or "Somewhat" satisfied). "Park facilities" (3.5 mean, 95% satisfied), "Water and sewer services" (3.5 mean, 89% satisfied), and "Police Services" (3.5 mean, 89% satisfied), and "Enforcing regulation to keep neighborhoods clean" (3.5 mean 89% satisfied) also received high satisfaction ratings.

Besides this, "Recreation programs" (3.4 mean), "Maintaining a strong local economy" (3.3 mean), "Street and sidewalk maintenance efforts" (3.3 mean), and "Enforcing code and guidelines for quality and safety in city developments" (3.3 mean) were other areas where respondents stated their satisfaction with the City's performance.

### Statistical Significance

While comparing the mean scores of satisfaction reported for specific City services, it was observed that the difference in a mean score of 3.0 and 3.2 is statistically significant. Similarly, the difference between a mean score of 3.5 and 3.7 is also significantly different.

## City of Mountain View Resident Survey Report



Godbe Research used the Quality of Life ratings (Q2) to compute the “derived importance” of various City services in Mountain View. We looked at how these ratings correlate with satisfaction scores with various city services (Q6) to derive which services contribute the most to residents’ quality of life. As such, the higher the correlation, the more important a particular city service is to the residents.

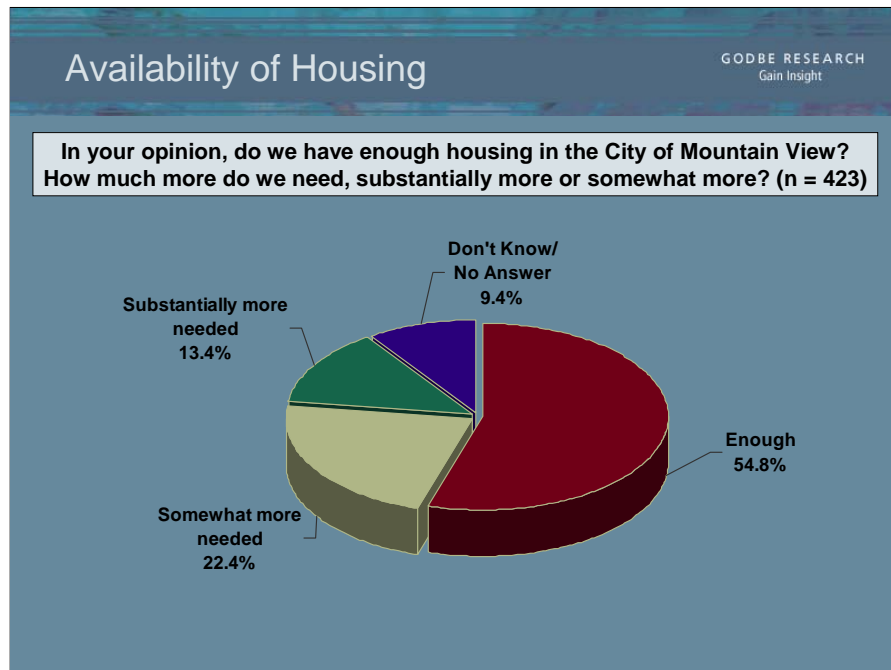
In the figure above, all city service areas rated are plotted in four quadrants by their derived importance and respondent rated satisfaction levels. Quadrant 1 shows items that received low satisfaction ratings and are high drivers of quality of life. The City should consider focusing on these areas for improvement. Quadrant 2 plots services that the City should maintain, as they are important to residents’ quality of life and they generate high levels of resident satisfaction. With respect to Quadrant 3, services ending up here received low satisfaction ratings but are also ultimately not that important in terms of improving quality of life. Relatively speaking, focusing on other service areas would be more worthwhile. Last, but not least, Quadrant 4 plots services with which residents are highly satisfied; however, these areas are not as important to residents as other services in Quadrants 1 or 2. These services do not require improvement investments.

As seen in Quadrant 1 above, “land-use regulation” (K), “maintaining a strong financial base for City programs and services” (J), “Street and sidewalk maintenance efforts” (L), and “enforcing guidelines for quality and safety in City developments” (H) are all relatively important to residents’ quality of life in the City but were rated lower in satisfaction. These are the areas to improve, relatively speaking.

As for Quadrant 2, “maintaining a strong local economy” (I), “park facilities” (B), and “police services” (D) are relatively important to residents in Mountain View, and were rated high in satisfaction by the respondents. These are the services to maintain, relative to other areas.

Apart from the above, “recreation programs” (A), “water and sewer services” (M), “fire protection and paramedic services” (E), “enforcing regulations to keep neighborhoods clean” (G), and “library services” (C) were not found to be important to residents’ quality of life, and were rated as higher in satisfaction by the study’s respondents. These areas do not need improvement.

Finally, “traffic flow measure” (F) was the only issue that fell in the third quadrant, which means that it does not drive quality of life perceptions, and was also rated relatively low in satisfaction.



The next section of the study focused on understanding residents' opinion about the availability of general as well as affordable housing in the City of Mountain View.

In regards to the availability of housing in general, 55 percent of the respondents believed that there is enough housing in the City. Twenty-two percent reported that the city needs somewhat more housing, whereas thirteen percent believed that the city needs substantially more housing. The remaining nine percent of the respondents did not give an opinion on this issue.

### Statistical Significance

In the comparison of percentage of responses given to each response option, it was observed that a significantly higher percentage of respondents believed that there is enough housing in the City as compared to those who indicated that the City needs somewhat or substantially more housing.

## City of Mountain View Resident Survey Report

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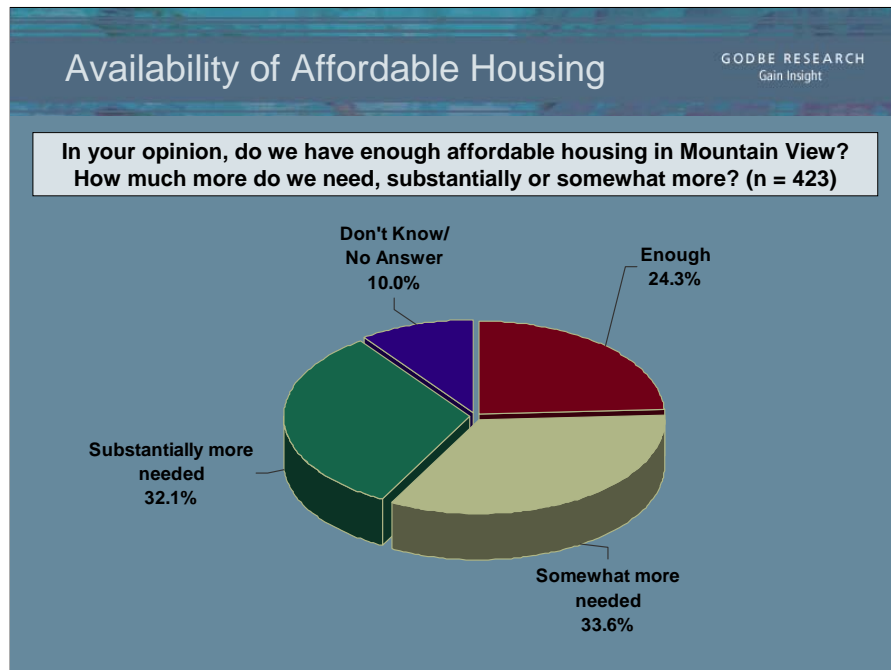
Difference in Opinions about Availability of Housing				GODBE RESEARCH Gain Insight	
City needs substantially more housing		There is enough housing in the City			
Working Status		Annual Household Income			
Full-time	Retired	\$20,000 to \$40,000	\$80,000 to \$100,000		
11.4%	31.7%	71.0%	41.0%		

Further, responses given by the participants of the study were compared according to their demographic characteristics. Through the comparison of income categories, it was seen that more respondents with annual income of \$20,000- \$40,000 (71%) believed that there is enough housing in the City, compared to 41 percent of those earning \$80,000 to \$100,000 annually.

Examining the working status of the respondents, it was seen that a relatively higher percentage of retired respondents (32%) believed that the city needs substantially more housing than the eleven percent of respondents working full-time.

No other demographic category showed significant differences in the respondent opinions on this issue.

*\*The above table illustrates only those subgroups between which statistically significant differences were observed. The remaining categories within each demographic variables have not been called out.*



In terms of the availability of affordable housing, only about a quarter of the respondents (24%) felt that the city had enough affordable housing. Thirty-four percent and 32 percent of the respondents indicated that the city needed “somewhat more” or “substantially more” affordable housing, respectively. About ten percent of the respondents did not share their view on this topic.

### Statistical Significance

In comparison of responses, no statistically significant differences were reported in the percentage of respondents who indicated that there is enough affordable housing in the City and those who believed that somewhat or substantially more affordable housing is needed in Mountain View.



## City of Mountain View Resident Survey Report

Difference in Opinions about Availability of Affordable Housing		GODBE RESEARCH Gain Insight		
		Enough housing	Somewhat more	Substantially more
Age	17-24 years	-	-	-
	25-29 years	-	65.5%	-
	30-34 years	-	21.7%	-
	35-39 years	-	29.8%	-
	40-49 years	-	27.5%	-
	50-59 years	-	24.3%	-
	60 years over	-	25.1%	-
Children in Household	One	-	-	45.3%
	None	-	-	29.0%
Ethnicity	Asian	-	19.9%	-
	Hispanic	-	43.9%	-
Homeownership Status	Own	32.6%	-	39.9%
	Rent	17.2%	-	24.1%

Examining the age of the respondents, 25 to 29 year old respondents (66%) believed that the City needs somewhat more affordable housing than the remaining older age-groups.

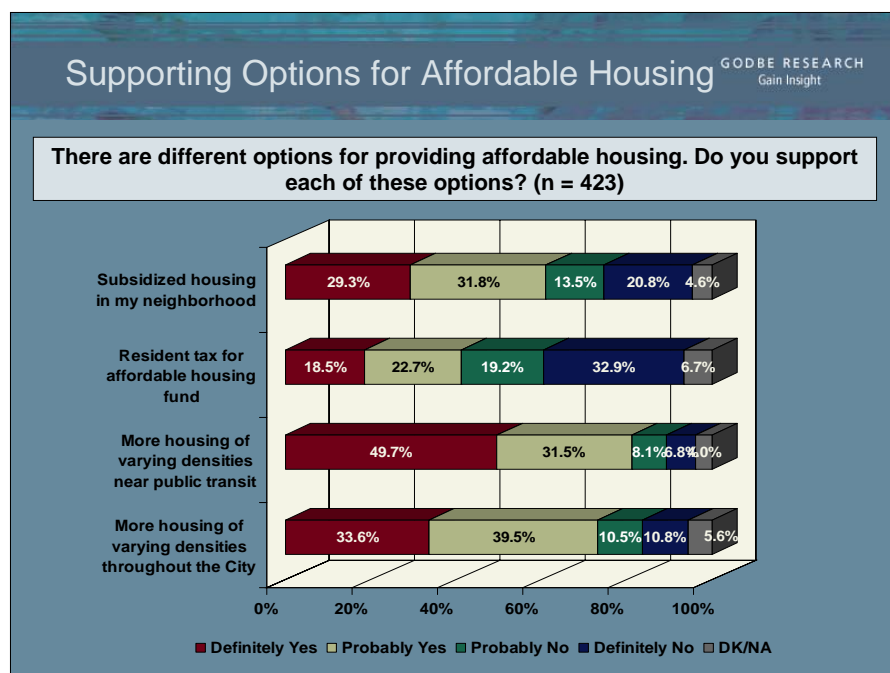
Respondents having one child in the household (45%) believed that the city needed substantially more affordable housing as compared to 29 percent of the respondents having no children in the household.

Higher percent of Hispanic respondents (44%) than the Asian respondents (20%) reported that the City needs somewhat more affordable housing.

Moreover, significantly higher percentage of respondents owning homes (33%) believed that there is enough affordable housing in Mountain View, as compared to 17 percent of the renters having the same opinion. On the other hand, a notably higher percentage of renters (40%) believed that the City needs substantially more affordable housing as against 24 percent of the homeowners stating the same.

*\*The above table illustrates only those subgroups between which statistically significant differences were observed. The remaining categories within each demographic variables have not been called out.*

## City of Mountain View Resident Survey Report



Next, respondents were asked to indicate whether they would support a few options for providing more affordable housing in the City.

Out of the four options tested, the highest number of respondents (81%) stated that they would support "Having more housing of varying densities near public transit." Besides this, 73% respondents demonstrated support for "Having more housing of varying densities throughout the City," and 61% for "Having subsidized housing in my neighborhood." The fourth option, "Having residents pay a tax into an affordable housing trust fund," received the least support, with over half the respondents (52%) stating that they would probably or definitely not support the measure requiring residents to pay a tax into an affordable housing trust fund.

In group-wise comparisons, it was seen that the renters showed significantly more support to each of the four options for providing affordable housing than the support demonstrated by homeowners.

Respondents employed part-time (2.9 mean) showed more support to having residents pay a tax into an affordable housing trust fund than those working full-time (2.2 mean), self-employed (2.0 mean), and retired (2.1 mean).

Similarly, support to each of these measures was significantly higher among Hispanic respondents than the Caucasians, Asians, and respondents of other ethnicities.

### Statistical Significance

While comparing the mean score reported for each of the four affordable housing measures, it was observed that resident support for "having subsidized housing in my neighborhood" (2.7 mean) "having more housing of varying densities near public transit" (3.3 mean) and "having more housing of varying densities throughout the neighborhood" (3.02) were significantly higher than their support for "having residents pay a tax into an affordable housing trust fund" (2.29 mean). In addition, the mean scores for "having subsidized housing in my neighborhood" was significantly lower than the score for "having more housing of varying densities near public transit," and "having more housing of varying densities throughout the neighborhood." Finally, "having more housing of varying densities near public transit" received significantly higher respondent support than the measure "having more housing of varying densities throughout the neighborhood"



The next section of the study focused on residents' visits to the Mountain View downtown or the Castro Street area.

In the first question, respondents were asked if they had visited the Castro Street area in the past 12 months. Out of the 423 respondents, 96% answered "yes" to this question, whereas 4% had not visited the downtown area in the past twelve months.

## City of Mountain View Resident Survey Report

# Difference in Demographic Groups

GODBE RESEARCH  
Gain Insight

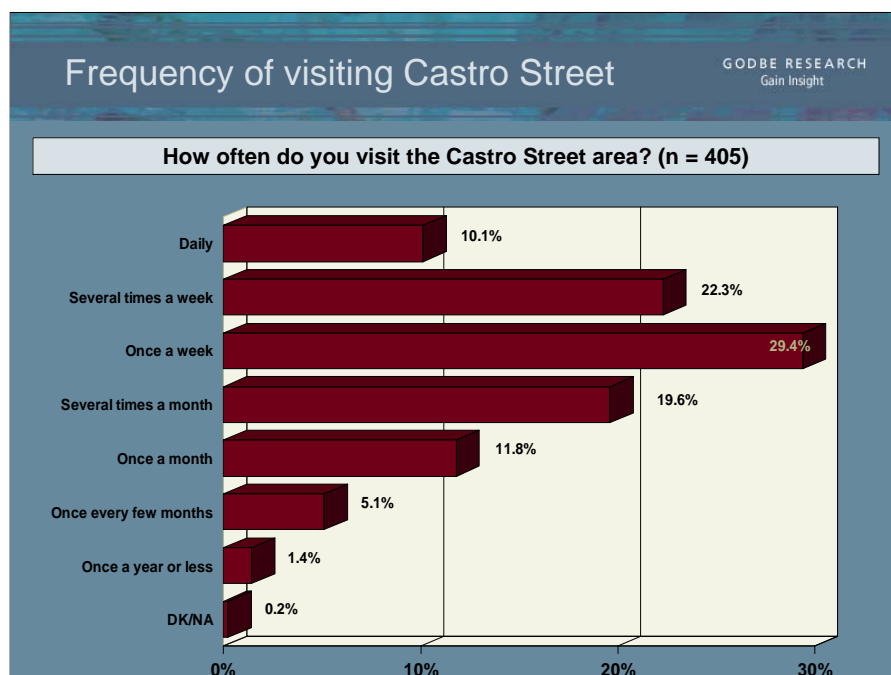
		Visited the Mountain View Downtown
Working Status	Full-time	97.6%
	Homemaker	82.6%
	Retired	97.3%
Children in the Household	None	97.5%
	One	97.3%
	Two or more	84.2%
Annual Income	\$20,000 or less	79.7%
	\$120,000 or more	97.9%
Level of Education	High School or less	86.3%
	College Graduate	98.9%
	Graduate Degree	98.8%

In the group-wise comparison of the responses to this question, it was revealed that a higher percentage of respondents working full-time (98%) had visited the Castro Street area in the past year as compared to the respondents who were homemakers (83%) or retired (97%). Similarly, higher percentage of respondents who have no children (98%) or one child (97%) had visited the Castro Street area in the last 12 months as compared to those having two or more children (84%).

The income and education levels of the respondents were two other categories with statistically significant differences in the percentage of respondents answering “Yes” to this question. The results from the income comparison revealed that more number of respondents with an annual household income of \$120,000 or more (98%) had visited the downtown than those earning \$20,000 or less (80%). Likewise, a higher percentage of respondents who were College graduates (99%) or who possessed a Graduate or professional degree (99%) had visited the Mountain View downtown in the past 12 months as compared to those who were High School graduates or less (86%).

Other than the above, there was no statistically significant difference in the percentage of respondents based on their length of residence in Mountain View, homeownership status, ethnicity, gender, and age.

*\*The above table illustrates only those subgroups between which statistically significant differences were observed. The remaining categories within each demographic variables have not been called out.*



The next question asked the 96 percent Castro Street area visitors about the frequency of their visits. Sixty-two percent of the respondents indicated that they visited the Mountain View downtown at least once in a week, with ten percent visiting it daily, 22 percent several times a week and 29 percent once a week. About 31 percent respondents revealed that they visit the Castro street area once or several times a month, and seven percent visit fewer times a year.

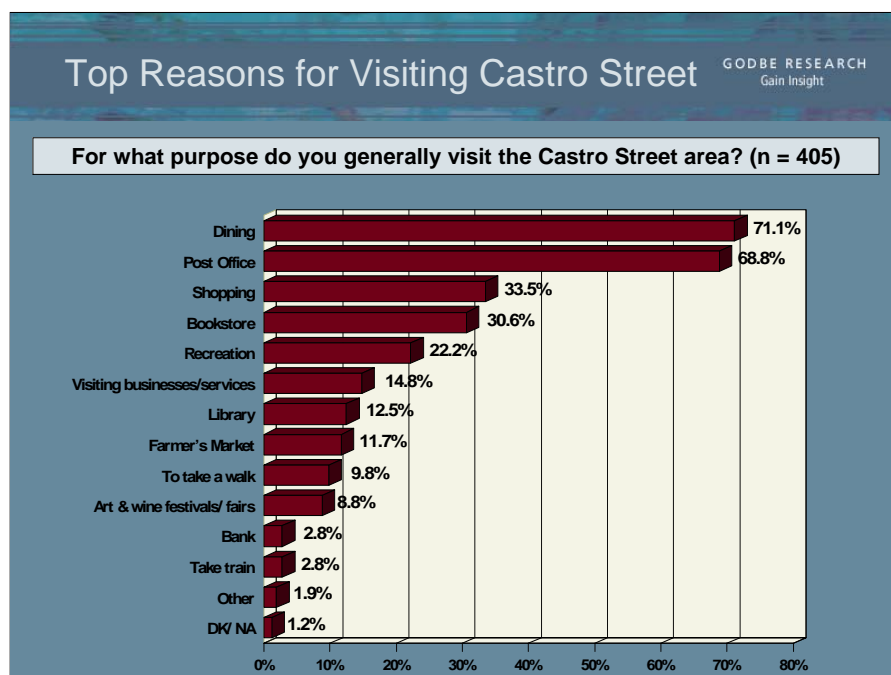
In the group-wise comparisons, it was seen that most number of 17 to 24 year old respondents visited the Castro Street area daily when compared to the respondents in older age categories.

Likewise, a significantly higher percentage of respondents who were College graduates (30%) reported frequent visits to the downtown during the week, than the respondents with a graduate degree (16%).

No significant differences were reported in comparisons by other respondent demographic characteristics.

### Statistical Significance

A significantly higher percentage of respondents reported that they visit the Castro Street area once a week, as compared to those who visit it daily or less frequently than once a week. Similarly, the percentage of respondents who visited the Castro Street area “several times a week” and “several times a month” was significantly higher than the percentage of respondents who reported having visited the downtown once every few months or once a year or less.



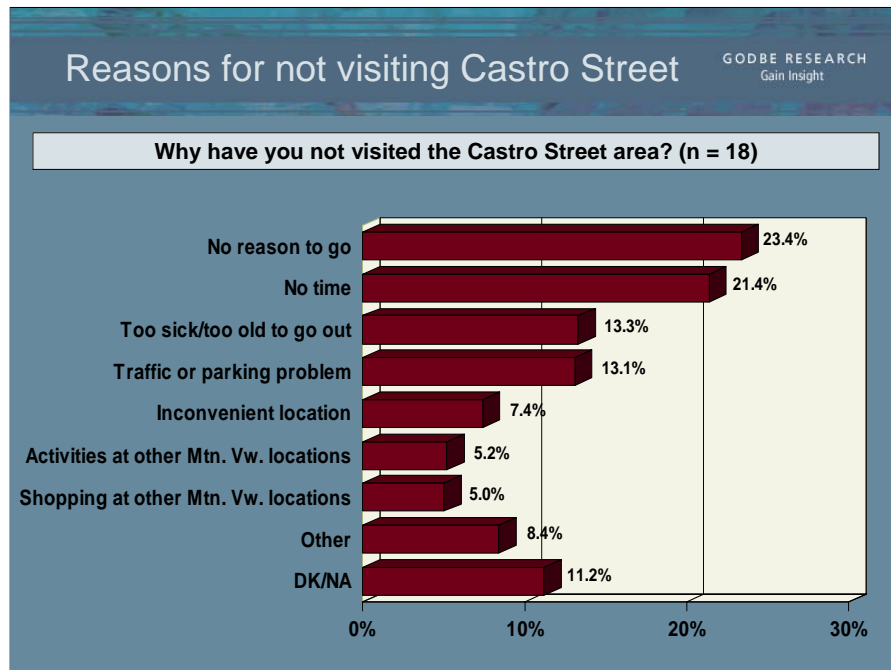
On asking about the purpose for visiting the Castro street, 71 percent respondents revealed that they go there for dining and 69 percent to go to the post office. The next most common purposes cited for visiting the Castro street area were “Shopping” and “Bookstore,” by 34 and 31percent of the respondents respectively.

“Recreation” (22%), “visiting business and services not run by the city” (15%), “visiting the library” (13%), and “Farmer’s Market” (12%) were the other prominent reasons reported by the respondents for visiting the Mountain View downtown.

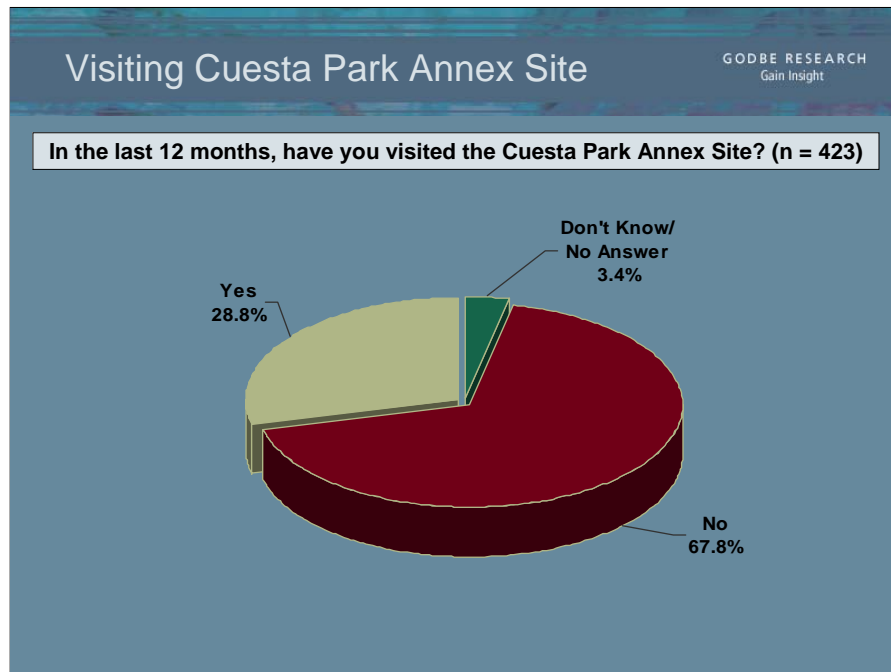
In general, respondents who were self-employed (34%) were more likely to go there for visiting business or other services not run by the City, than those employed full-time (15%) or part-time (14%). Respondents having no children in the household (76%) were more likely than those having one (60%) or two and more children (57%) to visit the Castro street area for dining.

### Statistical Significance

It was also observed that a significantly higher percentage of respondents go to the Castro Street area for “dining” and “to the post office” than any other purpose. Similarly, the percentage of respondents going to downtown Mountain View for “shopping” and “to the bookstore” was significantly higher than the other purposes graphed below them.



The 18 respondents representing four percent of the total sample who had not visited the Castro street area in the past twelve months were asked the reason of not visiting. Twenty-three percent out of these respondents revealed that they had no reason to visit the Mountain View downtown, and 21 percent because they had no time or were too busy to go there. Besides this, thirteen percent respondents said that they were “too sick or too old to go out” and did not go there because of “traffic and/or parking problems,” respectively.



The next section of the study was related to the Cuesta Park Annex site in Mountain View, where the first question was designed to know if the residents of the City had visited this site. About 29 percent of respondents indicated that they had visited this location, in comparison to 68 percent of those who had not visited it. The remaining three percent of the respondents did not know if they had visited this site or did not provide an answer.

### Statistical Significance

It was observed that a significantly higher percentage of respondents had not visited the Cuesta Park Annex site as compared to those who had visited the location.



## City of Mountain View Resident Survey Report

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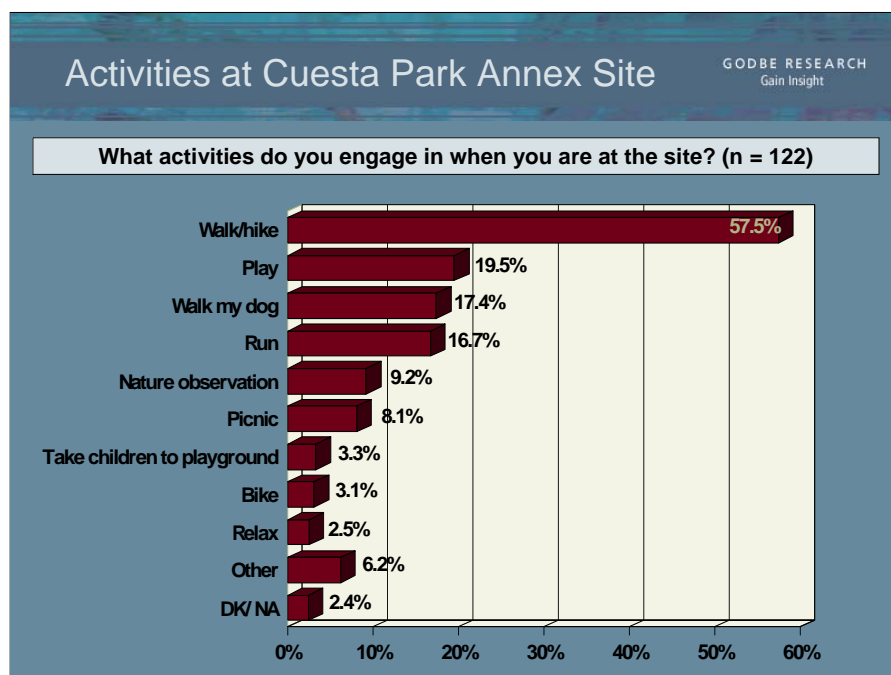
Difference in Demographic Groups			GODBE RESEARCH Gain Insight
		Visiting Cuesta Park Annex Site	
Length of Residence	1 year or less	14.4%	
	4 to 6 years	38.6%	
	26 or more years	41.1%	
Age	25 to 29 years	14.1%	
	30 to 34 years	38.4%	
	50 to 59 years	39.1%	
Ethnicity	Caucasian	35.0%	
	Asian	12.1%	
	Hispanic	33.0%	

In the comparison of responses based on the respondents' length of residence, it was observed that a fewer percentage of respondents living in Mountain View for one year or less (14%) had visited the Cuesta Park Annex site in comparison to those who had lived in the City for 4 to 6 years (39%) and those who had lived there for 26 years or more (41%). Similarly, higher percentage of 30 to 34 year old respondents (38%) and 50 to 59 year old respondents (39%) had visited the site than the 25 to 29 year old respondents (14%).

While examining ethnicity, it was seen that about 35% of the Caucasian/White respondents and 33 percent of the Latino/Hispanic respondents had visited the Cuesta Park Annex site in the past 12 months, as compared to the twelve percent Asian-American respondents. These differences in the percentage of respondents were statistically significant.

Other than these, no difference in opinion was observed based on gender, homeownership status, working status, income, and other demographic attributes.

*\*The above table illustrates only those subgroups between which statistically significant differences were observed. The remaining categories within each demographic variables have not been called out.*

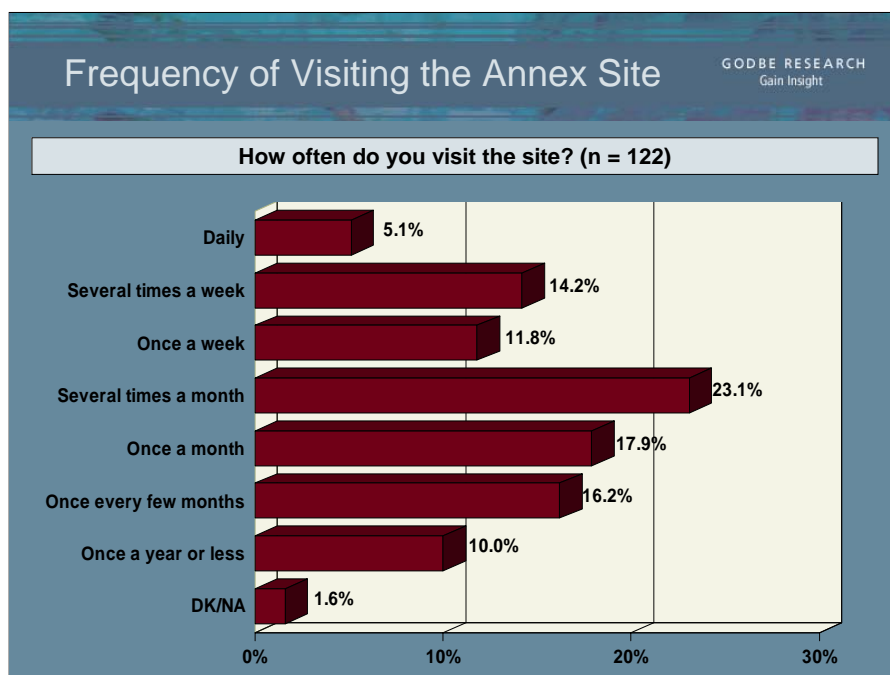


Following this, respondents who had visited the Cuesta Park Annex site were asked about the activities they engage in while they are at the site.

By far, “walking or hiking” was indicated as the most popular activity at the site by about 58 percent of the respondents. Following this, “playing (sports),” “walking the dog,” and “running” were the next most popular activities at the site reported by 20 percent, 17 percent, and 17 percent of the respondents, respectively. The rest of the list includes activities such as “nature observation,” “picnics,” “biking,” and “taking children to the playground at Cuesta Park.”

### Statistical Significance

The percentage of respondents who went to the annex site for walking or hiking was significantly higher than the percentage of respondents who indicated going there for all other activities.

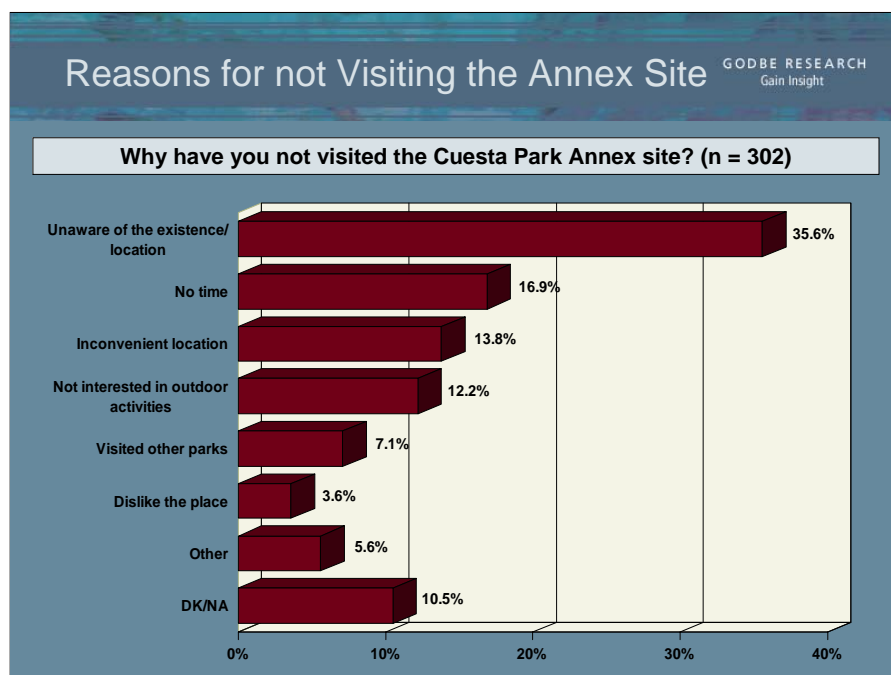


In the next question, these respondents were asked about the frequency of their visit to the Cuesta Park Annex site. Out of the 122 respondents, 31 percent indicated that they visit the site at least once a week, while 44 percent said that they visit the site once a month or less than that. The remaining 23 percent of the respondents stated that they visited the Annex site several times a month.

There were no statistically significant differences in the frequency of visits to the site by the respondents' length of residence, homeownership status, presence of children in the home, income, age, gender, ethnicity, working status, etc.

#### Statistical Significance

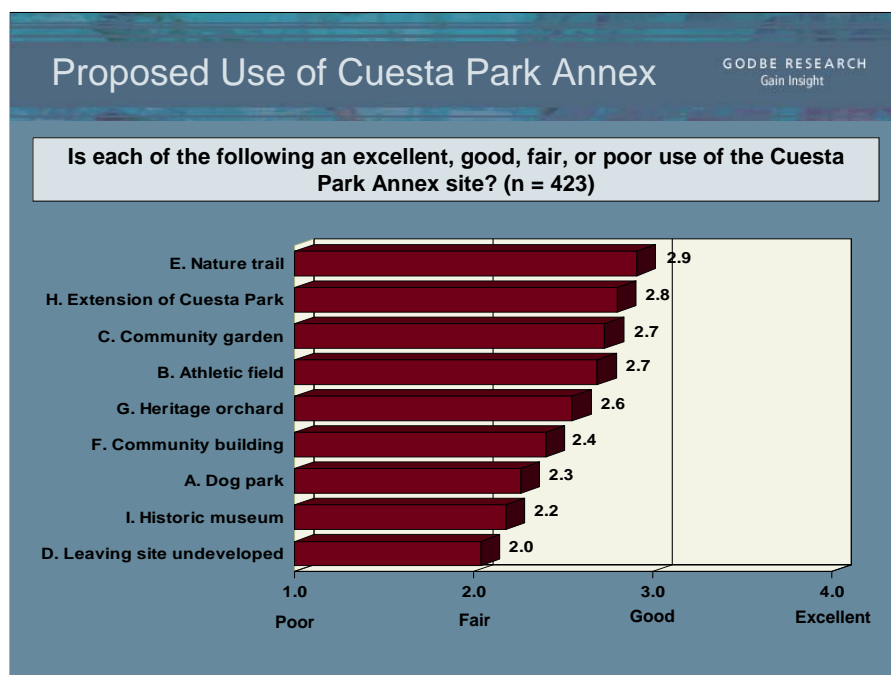
The difference the percentages demonstrated in the above graph were not found to be statistically significant.



The respondents who had initially indicated that they had not visited the Cuesta Park Annex site in the past 12 months were asked to enumerate the reasons for not visiting the site. About 36 percent of these respondents cited that they were not aware of its existence, did not know about its location, or that they did not know that the place was accessible to the general public. Seventeen percent of the respondents said that they had not visited the site because they were too busy, fourteen percent because the location of the site is too inconvenient, and twelve percent said that they were not interested in outdoor activities. The rest of the less prominent reasons for not visiting the Cuesta Park Annex site were “dislike the place” and “visited parks at other locations.”

### Statistical Significance

The percentage of respondents who had not visited the site due to unawareness of its existence or location was significantly higher than those citing other reasons.



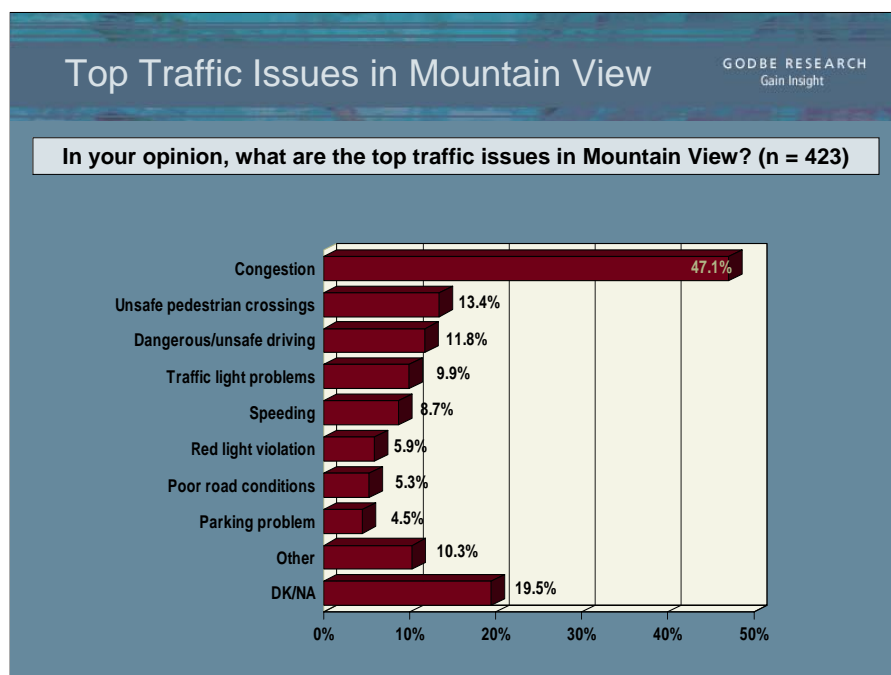
The following set of questions was designed to understand what the residents of Mountain View thought could be an effective use of the Cuesta Park Annex site. Here, respondents were given nine options for the proposed use of the site, and were asked to indicate if they thought that each of these could be an excellent, good, fair, or poor use of the site. Responses were coded such that "Excellent" = +4, "Good" = +3, "Fair" = +2, and "Poor" = +1.

Out of the nine options, "Nature trail" was identified as an effective use of the site (2.9 mean) with 31 percent of the respondents citing it as an excellent use and 40% as a good use of the site. Following this, "Extension of the Cuesta Park" (2.8 mean), "Community garden" (2.7 mean), and "Athletic playing field" (2.7 mean) were indicated as either excellent or good use of the Park site by about 63 percent of the respondents.

The responses to this question given by visitors and non-visitors of the Cuesta Park were compared. In the analysis, it was revealed that respondents who had visited the site (2.3 mean) believed that "leaving the site in its current undeveloped state" was a relatively good use of the Cuesta Park Annex than the respondents who had not visited the site (1.9 mean).

### Statistical Significance

While comparing the mean scores of respondents' ratings for each proposed use of the Cuesta Park Annex site, it was revealed that a mean score difference of 0.1 is statistically significant.



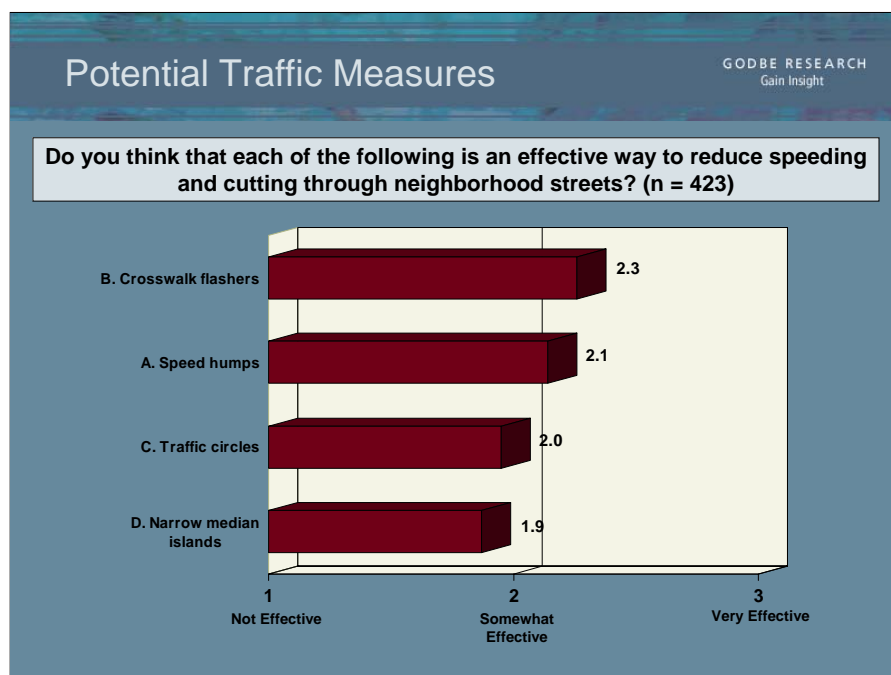
The next section of the study was related to traffic conditions and pedestrian safety in the City of Mountain View.

The first question of this section asked the respondents to identify two most important traffic issues in Mountain View, in an open-ended format. In other words, respondents were free to mention any top-of-the mind issues.

From the analysis of data, "Congestion" was identified as the single-most important traffic issue in the City by about 47 percent of the respondents. Thirteen percent reported "Unsafe pedestrian crossing" as a traffic issue in Mountain View, and twelve percent of the respondents cited "Dangerous or unsafe driving," and "Traffic light problems," as significant traffic issues in the City.

### Statistical Significance

The percentage of respondents citing "congestion" as a top traffic issue in Mountain View was significantly higher than all other traffic issues in the City.



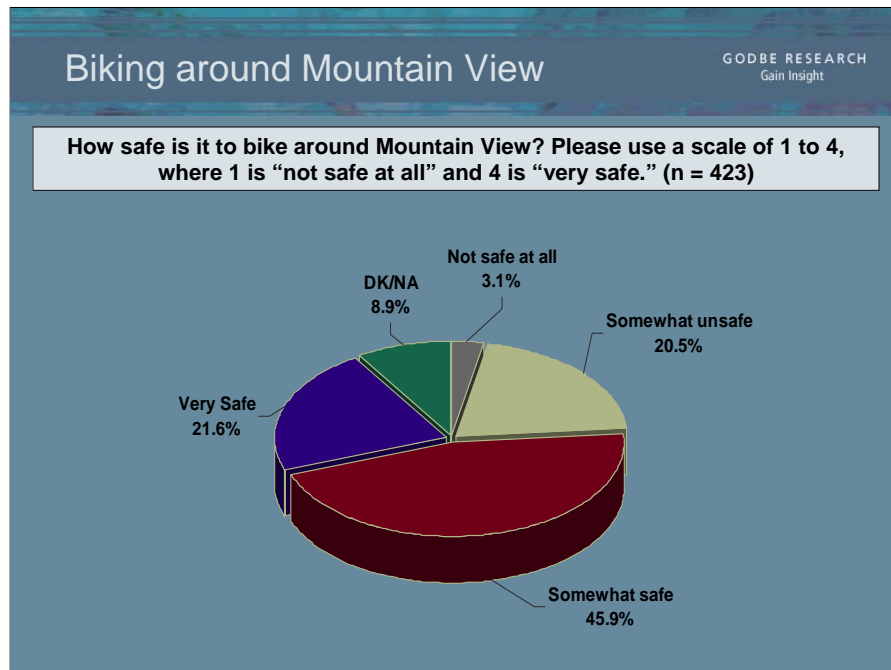
Through the subsequent set of questions, respondents were provided with a list of four measures aimed at reducing speeding and cutting through neighborhood streets, and were asked to indicate whether they thought each of the option would be effective or not.

Out of the four traffic measures tested, 82 percent of the respondents indicated that “Crosswalk flasher” could be a very effective or somewhat effective measure for reducing speeding and cutting through neighborhood streets (2.3 mean). Seventy-three percent thought that “Speed humps” would be an effective traffic measure with a mean score of 2.1.

Finally, 60 percent and 59 percent of the respondents reported that “Traffic circles” (2.0 mean) and “Narrow median islands” (1.9 mean) respectively, would be an effective measure for the underlined objective.

### Statistical Significance

Overall, respondent ratings for “crosswalk flashers” was significantly higher than the ratings they gave to “speed humps,” “traffic circles,” and “narrow median island.” Besides this, “speed humps” was rated as a significantly more effective traffic flow measure as compared to “traffic circles” and “narrow median islands.”



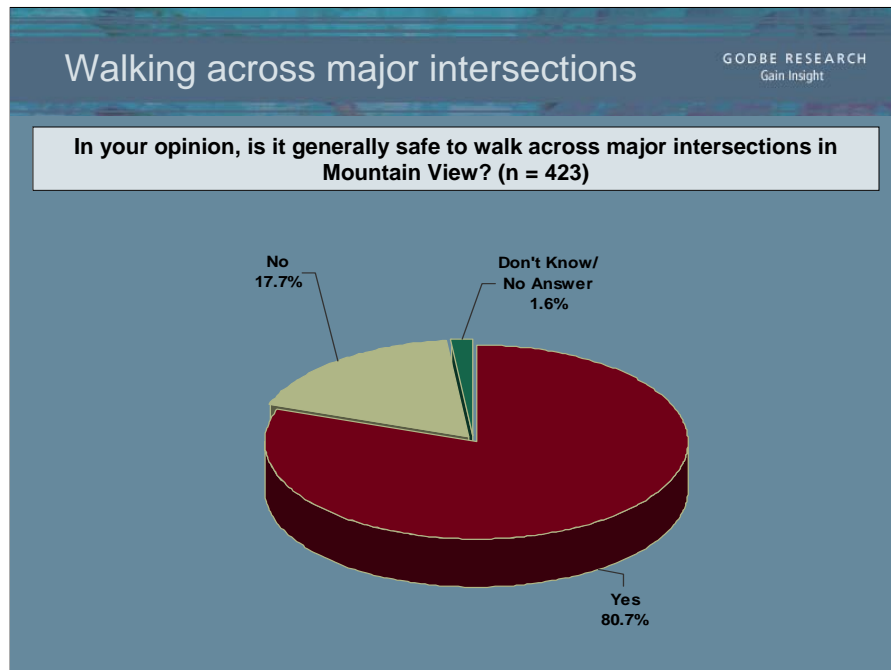
Following this, respondents were asked to indicate whether they thought it was safe to bike around Mountain View on a scale of 1 to 4, where "Not safe at all" = 1 and "Very Safe" = 4.

Overall 68 percent of the respondents thought that it was safe to bike around the City with 22 percent saying "Very safe" and 46 percent saying "Somewhat safe." Twenty-four percent of the respondents believed that it was somewhat or very unsafe to ride a bike around Mountain View.

### Statistical Significance

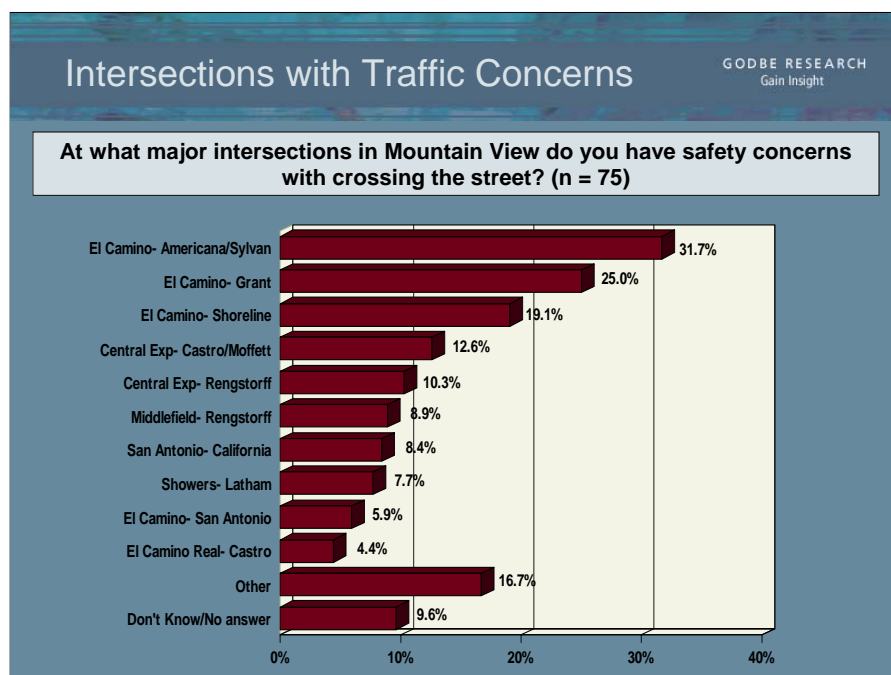
In the comparison of responses, it was seen that a significantly higher percentage of respondents believed that it is somewhat safe to ride a bike around Mountain View as compared to all other responses.





Next, respondents were asked if they thought it was generally safe to walk across major intersections in Mountain View.

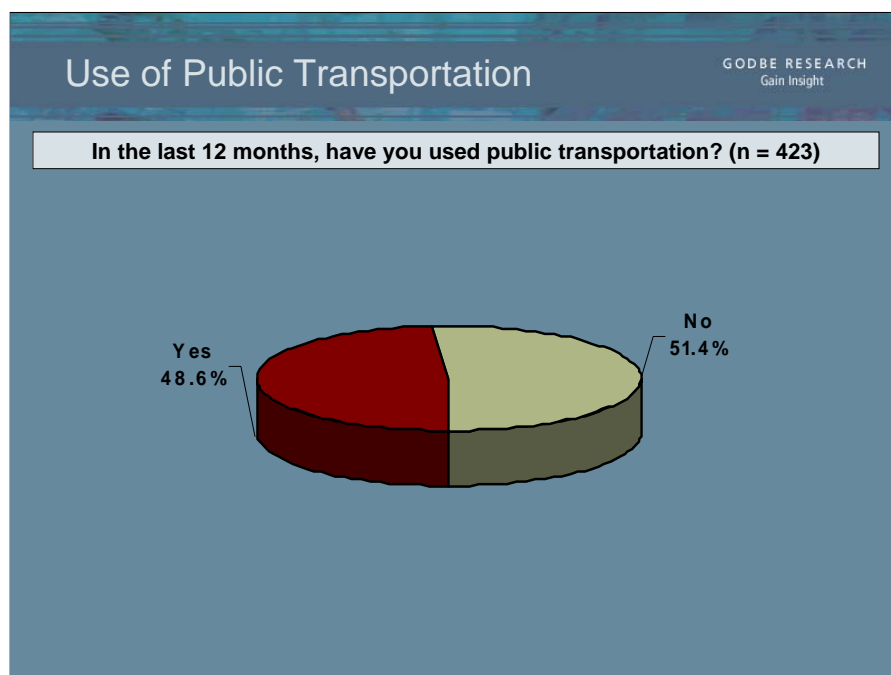
Eighty-one percent of the respondents thought that it was safe to cross major intersections in the city, and 18 percent said that they had safety concerns with crossing certain intersections in Mountain View. There was a statistically significant difference in the percentage of respondents who thought it was safe to cross major intersections in the City as compared to those who had safety concerns.



The 75 respondents who answered “No” to the previous question were asked to name the intersections where they had safety concerns with crossing the street.

Thirty-two percent of the respondents reported the intersection of “El Camino Real and Americana/Sylvan” as being unsafe for pedestrian crossing. Twenty-five percent indicated the intersection of “El Camino Real and Grant Road,” and 19 percent indicated the crossing of “El Camino Real and Shoreline Boulevard” as being unsafe.

Other than this, thirteen percent and ten percent of the respondents respectively cited that “Central Expressway-Castro/Moffet” and “Central Expressway-Rengstorff” were the major intersections where they had safety concerns with crossing the street.



The following set of questions were designed to understand the use of various public transportation options by the residents of Mountain View.

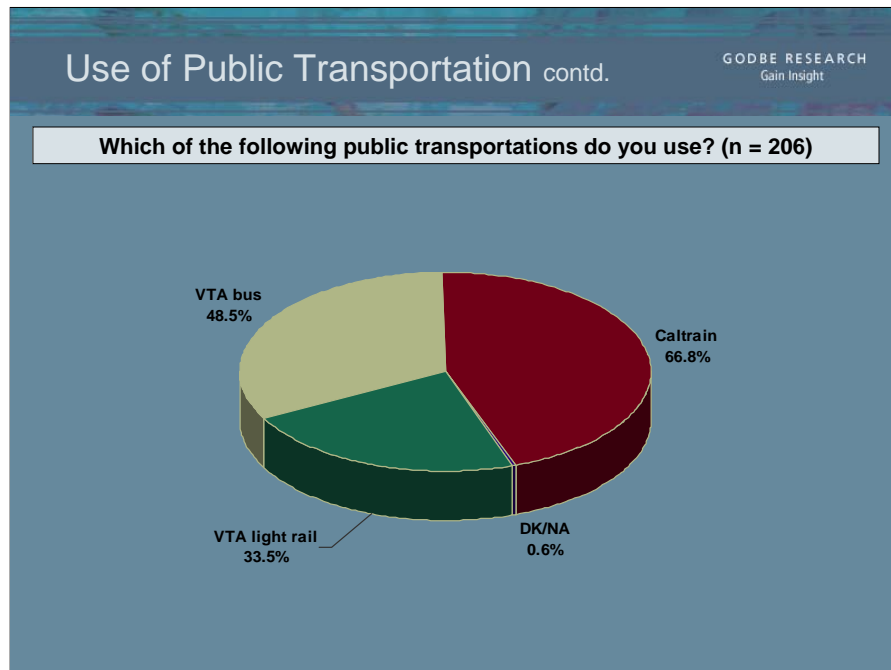
The first question asked the respondents if they had used any kind of public transportation during the past 12 months. Forty-nine percent of the respondents answered “Yes” to this question, whereas fifty-one percent had not used public transportation during the stated period.

### Statistical Significance

In general, it was observed that lower percentage of respondents who had lived in Mountain View for 26 years or more (26%) had used public transportation than most of the other categories (56% of 1 year or less, 54% of 2-3 years, and 68% of 6-9 years).

Similarly, it was also observed that higher percentage of students (89%) had used public transportation than people with other working status (43% of full-time, 45% of part-time, and 26% of the retired).

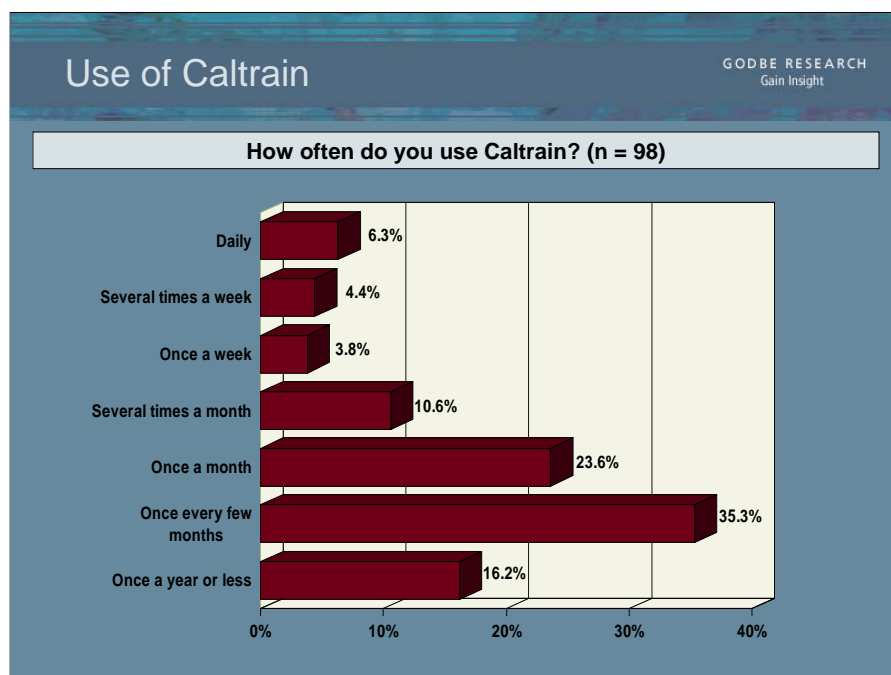
Other than this, there were no differences in the percentage of responses for other demographic variables such as age, gender, ethnicity etc.



Next, the 206 respondents who had used public transportation were asked if they had used either Caltrain, VTA bus or VTA lightrail during the past 12 months. About 67 percent of the respondents had used Caltrain, 49 percent had used VTA bus, and 34 percent VTA lightrail.

#### Statistical Significance

The percentage of respondents who had used Caltrain during the last year was significantly higher than those who had used VTA bus and VTA lightrail. Similarly, a significantly higher percentage of respondents had used VTA bus in the last 12 months as compared to those who had used VTA lightrail.

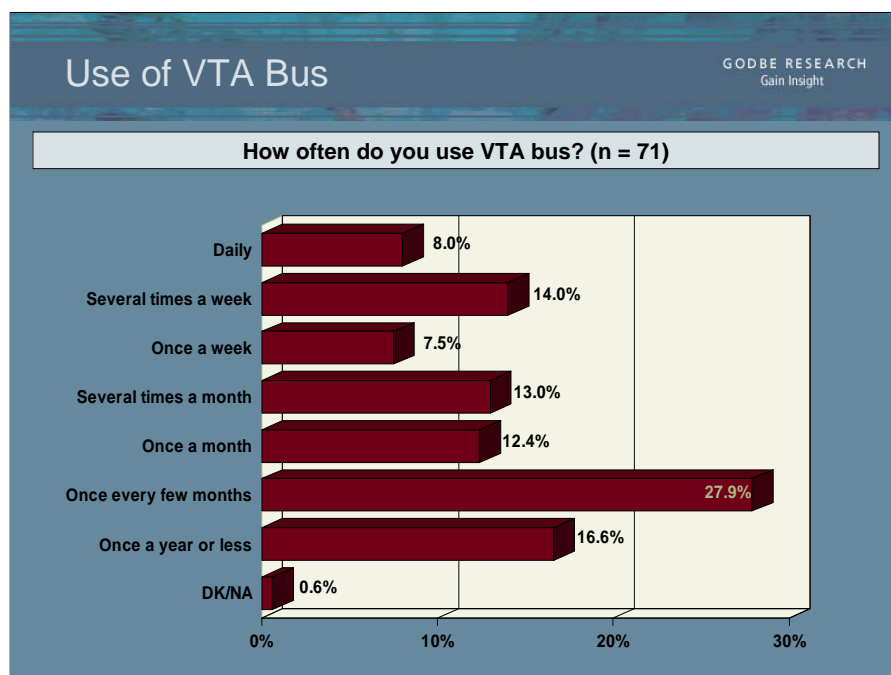


In the comparison of demographic characteristics of respondents who had used Caltrain, it was seen that a significantly lower percentage of respondents working full-time (43%) had used Caltrain as compared to those working part-time (45%) or those who were unemployed (60%). Likewise, higher percentages of older respondents (83% of 30-34 years old, 74% of 40-49 years old, and 81% of 50-59 years old) had used Caltrain than the percentage of younger respondents (34% of 17-24 year old).

Next, respondents were asked about the frequency of their usage of each of these public transportation options. In terms of Caltrain, 49 percent of the respondents said that they had used Caltrain at least once a month, while 35 percent reported having used Caltrain once every few months and 16 percent indicated once a year or less.

### Statistical Significance

The percentage of respondents who had used Caltrain once every few months was significantly higher than those who had used Caltrain several times a month or more frequently than that. However, this was not statistically higher than the percentage of respondents using Caltrain once a year or less.



In the comparison of demographic profile of respondents who had used VTA bus, it was seen that residents with lower annual household income and lower level of education reported having used VTA bus during the past 12 months than those with higher income and more education. For instance, respondents who had completed high school or less (83%) and those who had completed a technical degree or some college work (77%) used the VTA bus more than the college graduates (35%) or respondents with graduate or professional degrees (34%).

Similarly, 96% of respondents with annual household income of \$20,000 or less had used VTA bus than respondents with most other income categories (48% of \$40,000-\$60,000, 46% of \$60,000-\$80,000, 36% of \$80,000-\$100,000, 38% of \$100,000-\$120,000, and 20% of \$120,000 or more).

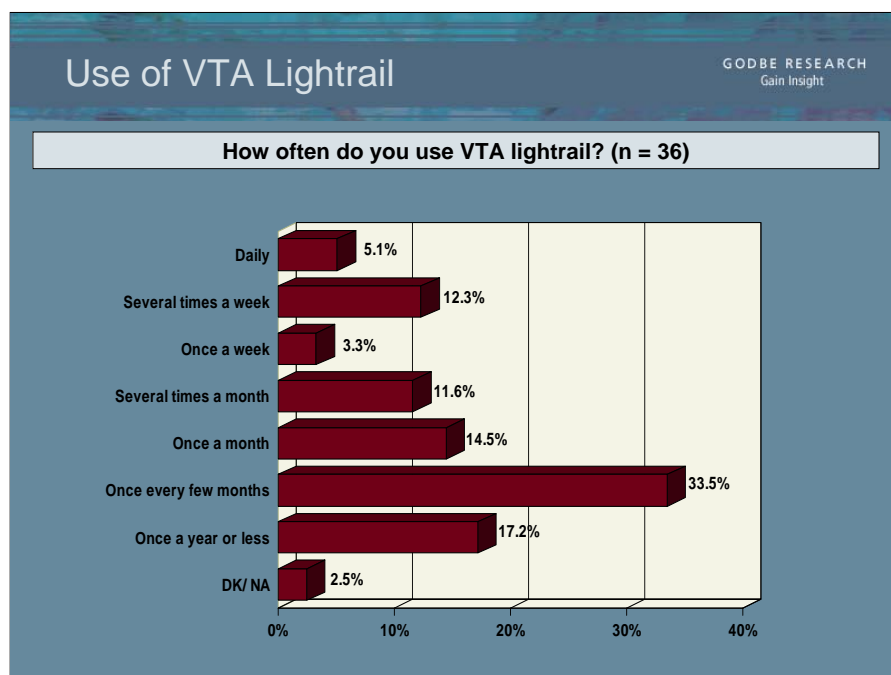
Besides this, a higher percentage of Hispanic respondents (95%) indicated that they had used VTA bus than Caucasians (41%), Asians (40%) and respondents of other ethnicities (39.9%).

In regards to the frequency of using VTA bus, 55 percent of the respondents indicated that they use VTA bus at least once a month. Thirteen percent cited using it several times a month and twelve percent had used it once a month.

A good number of respondents (28%) revealed that they use the VTA bus once every few months and the remaining 17 percent had used it once a year or less.

### Statistical Significance

While comparing the frequency of usage of VTA bus by respondents, no statistically significant differences were observed.



Finally, the 36 respondents who had used VTA lightrail were asked about the frequency of using this public transportation facility.

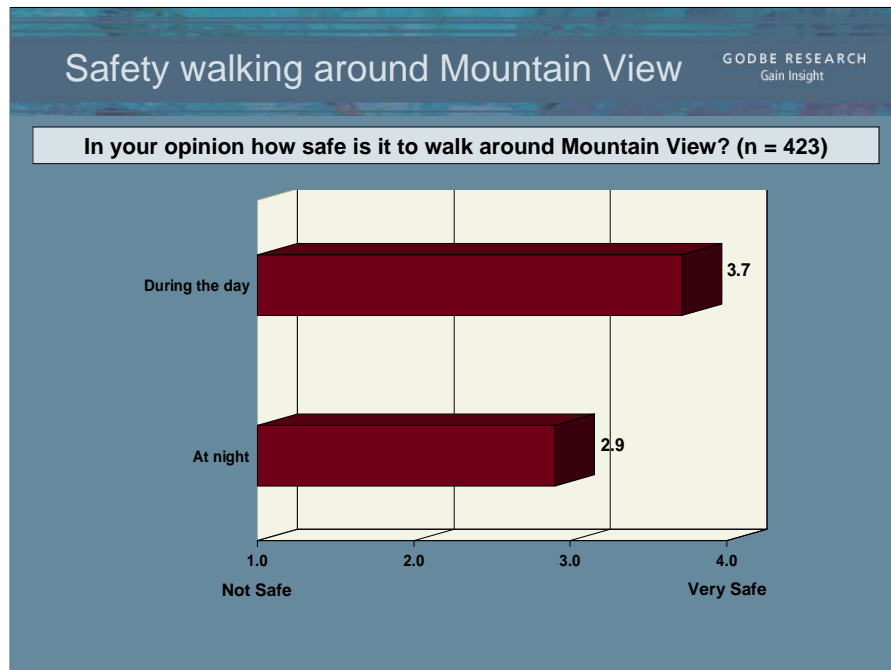
Majority of these respondents (34%) said that they use VTA lightrail once every few months. Forty-seven percent reported having used the light rail once a month or more frequently than that. Other than this, 17 percent had used VTA lightrail once a year or less than that.

In comparing the demographic profile of respondents who had used VTA lightrail, it was seen that significantly higher percentage of male respondents (40%) had used this public transportation than female respondents (27%). Only 20 percent of the respondents with high school education or less had used VTA lightrail, which was remarkably different than those with technical degree/some college (43%), college graduation (36%), and a graduate degree (32%).

Likewise, 35 percent of the Caucasian respondents had used VTA lightrail than 21 of the Hispanic respondents, a difference that was statistically significant.

### Statistical Significance

While comparing the frequency of usage of VTA lightrail by respondents, no statistically significant differences were observed.



The subsequent section of the survey focused on getting opinions of Mountain View residents about public safety and police services.

In the first question, respondents were asked to indicate on a scale of one to four if they thought it was safe to walk around Mountain View during the day and at night, where “Not safe” = 1 and “Very safe” = 4.

Ninety-six percent of the respondents revealed that it is generally safe to walk around the City during the day (3.7 mean), and 67 percent thought it was safe to walk during the night as well (2.9 mean).



## City of Mountain View Resident Survey Report

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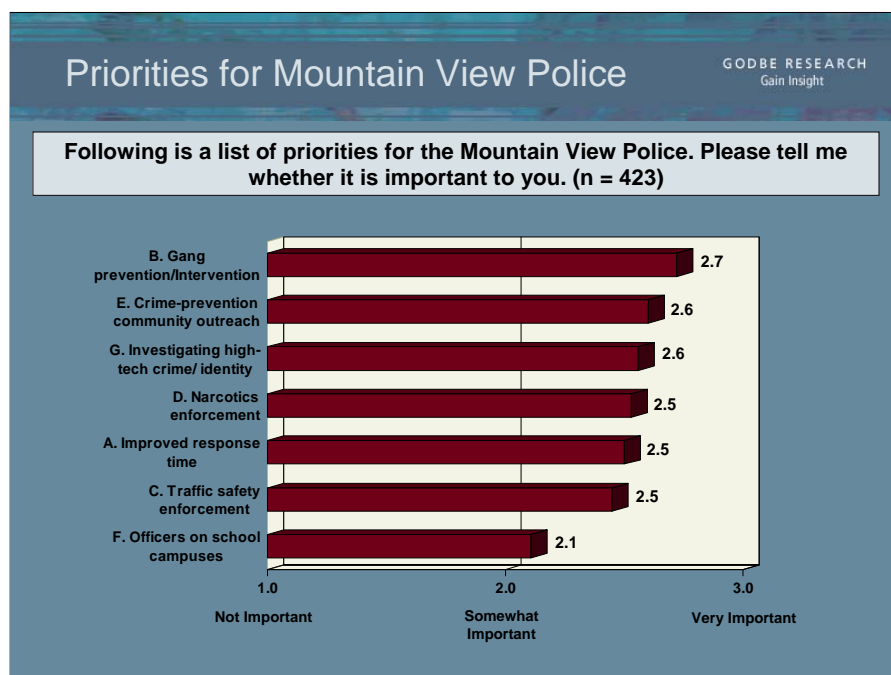
Difference in Demographic Groups		GODBE RESEARCH Gain Insight	
		During Day	At Night
Gender	Male	3.8	3.2
	Female	3.7	2.8
Children in the Household	None	3.8	-
	One	3.7	-
	Two or more	3.5	-
Ethnicity	Caucasian	3.7	-
	Asian	3.8	-
	Hispanic	3.5	-

Male respondents reported a higher mean score on their perception of safety while walking in Mountain View both during the day (3.8) and at night (3.2) than the female respondents (3.7 during the day and 2.8 at night).

The mean score of Hispanic respondents' (3.5) perception of safety to walk in Mountain view during the day was significantly lower than the perception of Whites (3.7), Asians (3.8) and respondents with other ethnicities (3.9).

Similarly, respondents having no children (3.8) or one child (3.7) felt it was safe walking in the City during the day than those having two or more children (3.5).

*\*The above table illustrates only those subgroups between which statistically significant differences were observed. The remaining categories within each demographic variables have not been called out.*



Through the following set of questions, respondents were given a list of priorities for the Mountain View Police and were asked about the importance they attributed to each of the seven options. Responses were coded such that “Very important” = 3, “Somewhat important” = 2, and “Not important” = 1.

Out of the options given to them, highest importance was attributed to “Gang prevention and intervention” by about 95 percent of the respondents (76% very important and 19% somewhat important) with a mean score of 2.7. Ninety-three percent of the respondents believed that “Crime prevention and community outreach” (2.6 mean) was an important priority for the Mountain View police, and 89 percent chose “Investigating high-tech crime and identity theft” (2.6 mean).

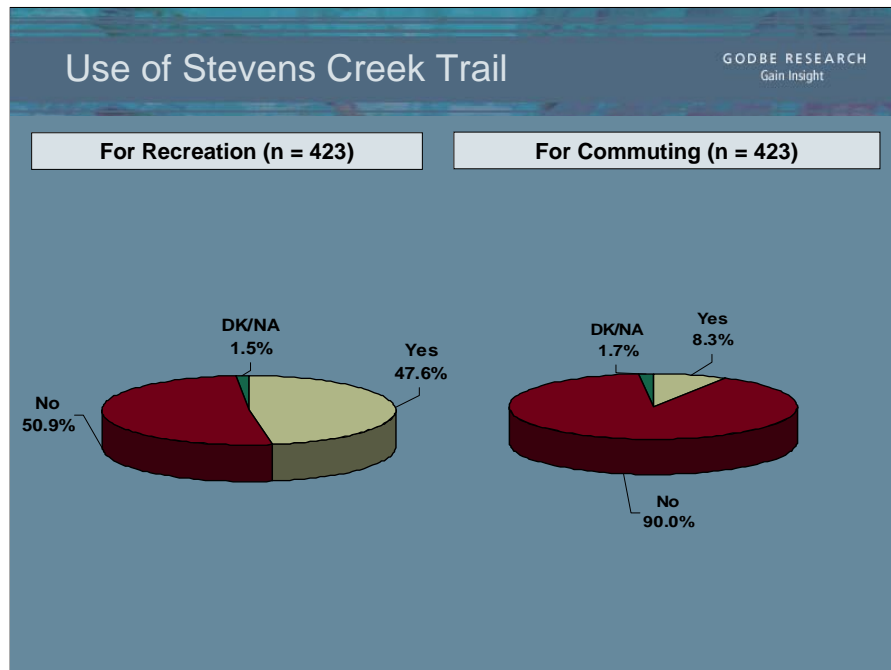
Besides this, “Narcotics enforcement” (2.5 mean) and “Improved response time” (2.5 mean) were chosen as a priority for the police by 87 percent and 83 percent of the respondents respectively. Finally, “traffic safety enforcement” (2.5 mean) and “officers on school campuses” (2.1 mean) were ranked as the least important of the given priorities for the City police.

### Statistical Significance

In comparing the mean scores of importance given to the priorities for the Mountain View police, it was observed that a score of 2.1 was significantly lower than a score of 2.5 or 2.6. Mean score of 2.7, on the other hand, was significantly higher than a means score of 2.6.

## City of Mountain View Resident Survey Report

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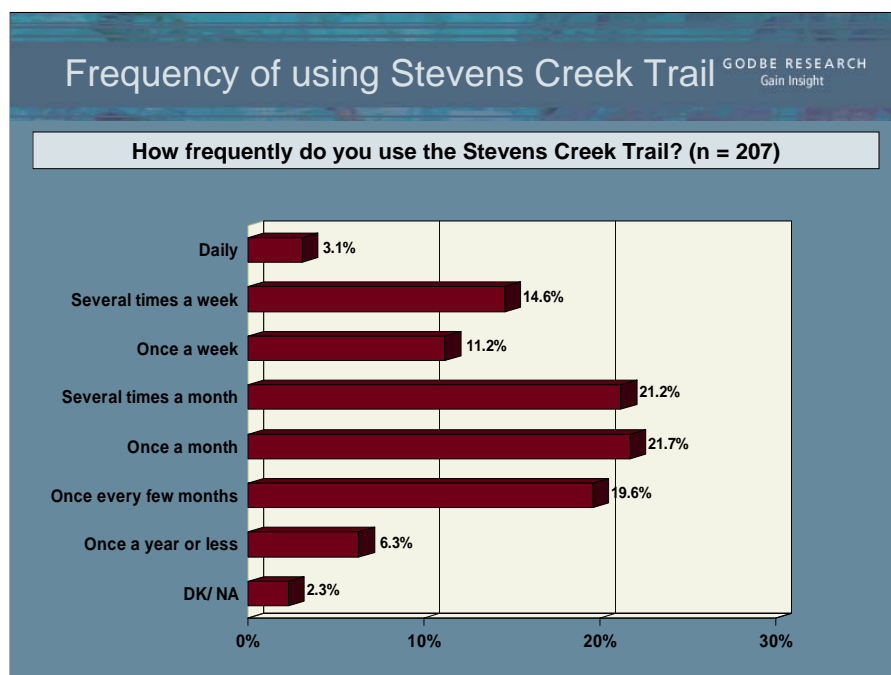


The next section of the survey was intended to gain better insights into the residents' opinions on recreation in the City of Mountain View. The first question asked if they had used the Stevens Creek trail either for recreation or for commuting. Overall, 48 percent of the respondents had used the trail for recreation. However, this figure dropped to eight percent when asked if the trail was used for commuting.

### Statistical Significance

Significantly higher percentage of respondents had not used the Stevens Creek trail for commuting as compared to those who had used it for commuting.

In group-wise comparison of responses, it was seen that a significantly higher percent of homeowners (58%) who had used the Stevens Creek trail had used it for recreation than the renters (39%), whereas higher percentage of renters (11%) using the trail had used it for commuting than the homeowners (5%).



Following this, respondents who had used the trail either for recreation or for commuting were asked about the frequency of their visits.

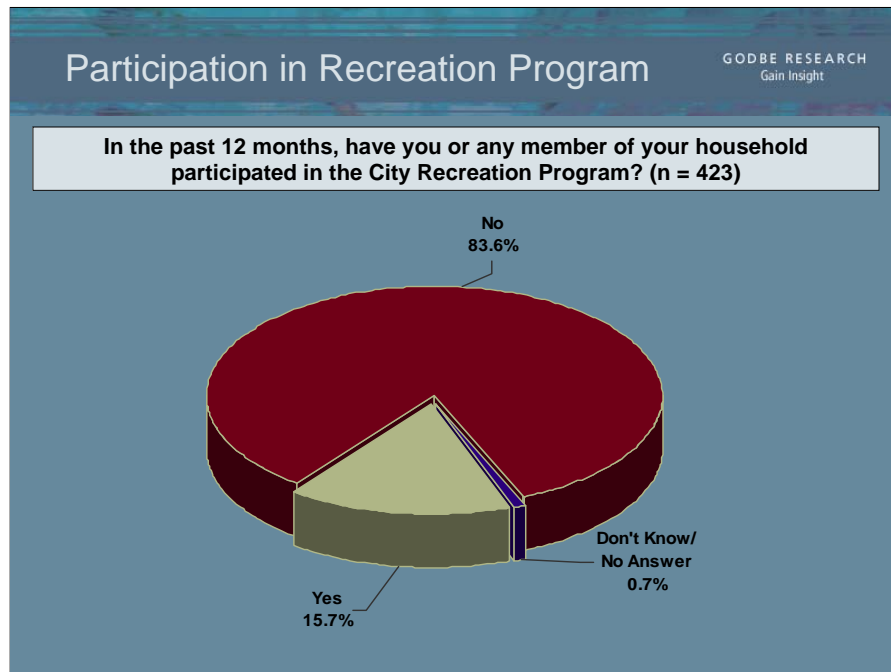
Twenty-nine percent of these 207 respondents reported that they use the trail at least once during the week. Another 48 percent revealed that they use the trail just once a month or less than that. The remaining 22 percent used the trail several times a month.

### Statistical Significance

Significantly higher percentage of respondents indicated that they used the trail several times a month or once a month, as compared to the percentage of those who reported that they use the trail daily.

Examining the homeownership status of the respondents, renters (28%) were more likely to have used the Stevens Creek trail several times a week than the home-owners (12%). Twenty-five percent of the students had used the trail daily, a number that was significantly higher than full-time workers who had used the trail daily (15%).

Likewise, higher percentage of 60 years or older respondents use the trail once a week as compared to the two percent of the 30 to 34 years old respondents.



Through the next question, respondents were asked if they had participated in any of the City recreation programs during the past 12 months. In response to this, 16 percent of the respondents reported that they had participated in the Recreation Program, whereas 84 percent had not.

The percentage of respondents who had not participated in the City recreation programs was significantly higher than those who had participated in the same.

## City of Mountain View Resident Survey Report

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Difference in Demographic Groups			GODBE RESEARCH Gain Insight
		Participation in City Recreation Program	
Length of Residence	1 year or less	9.4%	
	2 to 3 years	8.0%	
	10 to 15 years	33.3%	
Children in the Household	None	8.5%	
	One	32.1%	
	Two or more	30.7%	
Gender	Male	12.2%	
	Female	19.6%	

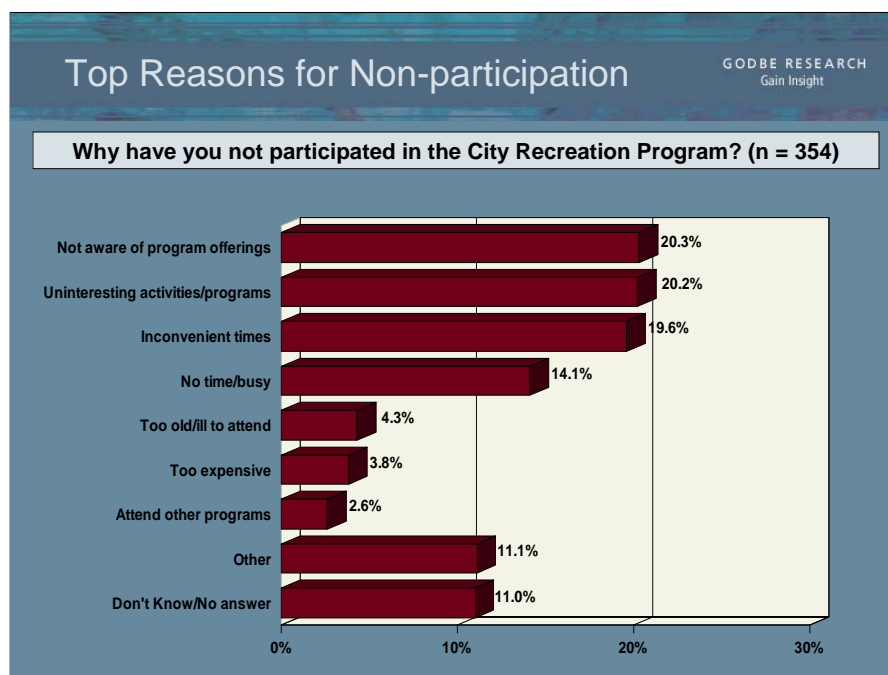
Through the comparison of demographic profiles of the respondents, it was observed that higher percentage of respondents who had lived in Mountain View for 10 -15 years had participated in the City recreation program, as compared to nine percent of those who had lived in the City for one year or less and eight percent of those who had lived there for 2 to 3 years.

A greater number of respondents having children in the household (32% of those having one child and 31% of those having two or more children) had participated in the recreation programs than the respondents with no children living in the household (9%).

Besides this, a higher percentage of women (20%) reported their participation in the program as compared to twelve percent of the male respondents.

There were no statistically significant differences in the answers based on the respondents' age, ethnicity, home-ownership status, income, education etc.

*\*The above table illustrates only those subgroups between which statistically significant differences were observed. The remaining categories within each demographic variables have not been called out.*



The 354 respondents who had not participated in the City Recreation Program were asked the reasons for their non-participation. Here, respondents were allowed to cite multiple responses.

The three top reasons identified for not participating in the program were “Not aware of the program offerings,” “Lack of activities and programs of interest,” and “Inconvenient times” each of which was cited by 20 percent of the respondents. “No time or too busy” was another reason mentioned for non-participation by about fourteen percent of the respondents. Other miscellaneous reasons for not participating were “Too old or ill to go out,” “Attend other programs,” and “Programs are too expensive.”

### Statistical Significance

The percentage of respondents who had not participated in the City Recreation Program because of “unawareness of the program offerings,” “uninteresting activities or programs,” and “inconvenient timings” was significantly higher than those who had not participated due to “being too old or too sick,” “programs are too expensive,” and “attend other programs.”

In general, people who had lived in Mountain View for one year or less (40%) cited not being aware of the program as the main reason for non-participation compared to those who had lived in the City for a longer time. The same reason was cited by about 27 percent of the renters, a number that was significantly higher than thirteen percent of the home-owners.

Apart from this, fourteen percent of the respondents who had completed high school or less cited the programs being too expensive as the main reason for non-participation, as compared to only two percent of the college graduates and two percent of those who had completed a graduate degree. This reason was also prominently different based on ethnicity, where fourteen percent of the Hispanics cited it as the main reason when compared to only two percent of Caucasian respondents.



The next question of the survey asked the respondents to enumerate program offerings that the City could add to its current recreation programming. Here, respondents were given the liberty to offer any suggestion without being constrained to choose from a list.

In all, 29 percent of the respondents wanted to see more programs and services for youth. “Improving general health and wellness” and “Offering quality time for families” was suggested for the recreation programming expansion by ten percent and nine percent of the respondents, respectively. Seven percent cited “Learning or developing a new skill” as an expansion option for the City, and an equal number of respondents chose “Supporting senior wellness.” A few of the other suggestions made were “Social opportunities for friends and peers,” “More variety of programs,” and “Offering more opportunities for sports.”

### Statistical Significance

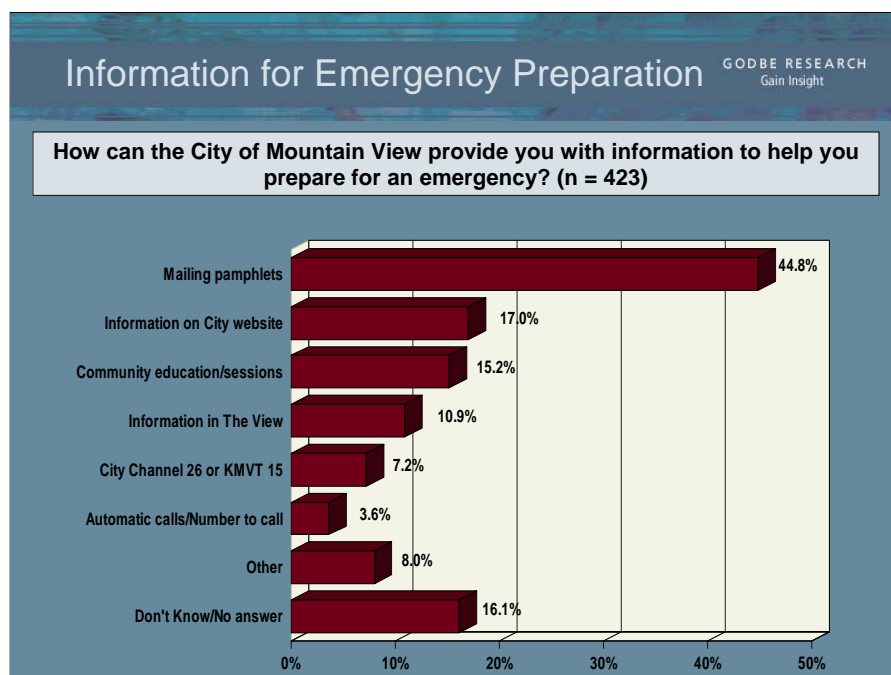
The percentage of respondents who suggested “Youth programs or services” as a potential expansion for the City recreation programming was significantly higher than any other suggestion made in response to this question.

The highest percentage of home-makers (56%) chose “Youth programs or services” when asked this question. Similar suggestion was made by 47 percent of the respondents who had two or more children in the household. This percentage was statistically significant when compared to the 23 percent of the respondents having no children in the household.

Besides this, a higher number of women than men cited “Supporting senior wellness” and “Programs and services for adults” as important areas for the expansion of the City recreation program.

Most of the other differences in responses across demographic profile of the sample were not statistically significant.





The next question asked the respondents their opinion on how the City of Mountain View could provide them information for an emergency. Forty-five percent stated that “Mailing information pamphlets and newsletters” could be a good source for the residents to acquire information in order to prepare for an emergency. “Posting information on the City website,” and “Community education and information sessions” were cited as other effective ways to communicate information for an emergency by 17 and 15 percent of the respondents, respectively. Eleven percent chose “Providing information in local newspapers or the View” as a means for acquiring information useful in an emergency, whereas seven percent chose “Special program on city Channel 26 or KMVT 15.”

### Statistical Significance

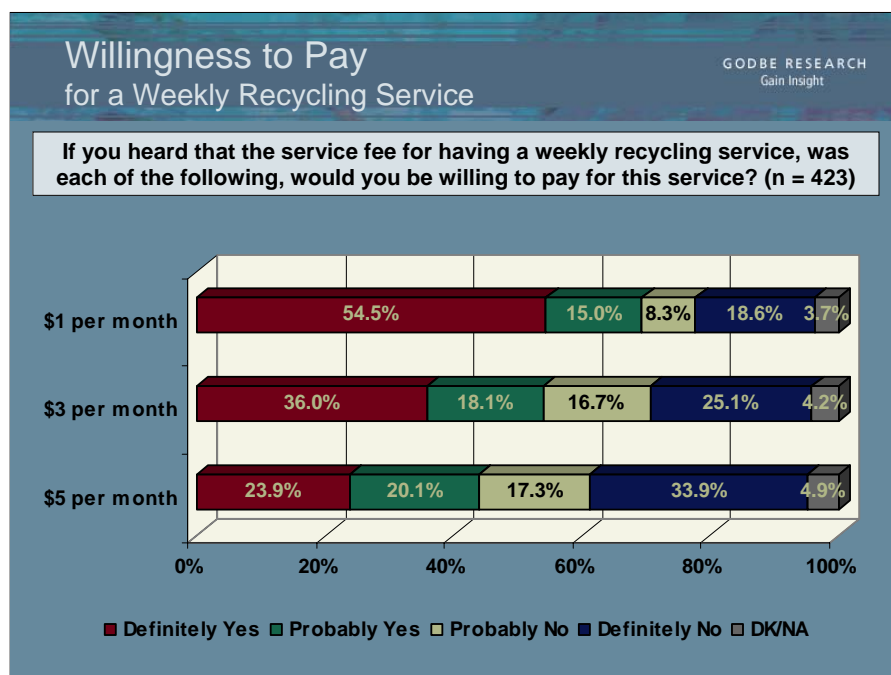
The percentage of respondents who believed that “Mailing pamphlets and newsletters” would be an effective way of providing information to the residents in order to prepare them for an emergency was significantly higher than any other sources of information.

Significantly higher percentage of men (21%) as compared to women (13%) believed that posting information on the City website would be a good source of information for an emergency.

Forty percent of Hispanics chose “Community education and information sessions” as a means for the City to prepare the residents for an emergency. This percentage was significantly higher than the remaining respondents (10% of the Caucasian, 8% of Asian, and 12% of Others).

Other than this, no statistically significant differences appeared in the comparison of responses by demographic profile of the participants.

## City of Mountain View Resident Survey Report



The last two questions of the survey were designed to assess whether the residents of Mountain View would be willing to pay extra for certain City services. In the first of the two questions, respondents were asked if they would be willing to pay \$5, \$3 and \$1 per month for having a weekly recycling service.

Fifty-one percent of the respondents said that they would not pay \$5 per month for the weekly recycling service (17% probably no and 34% definitely no).

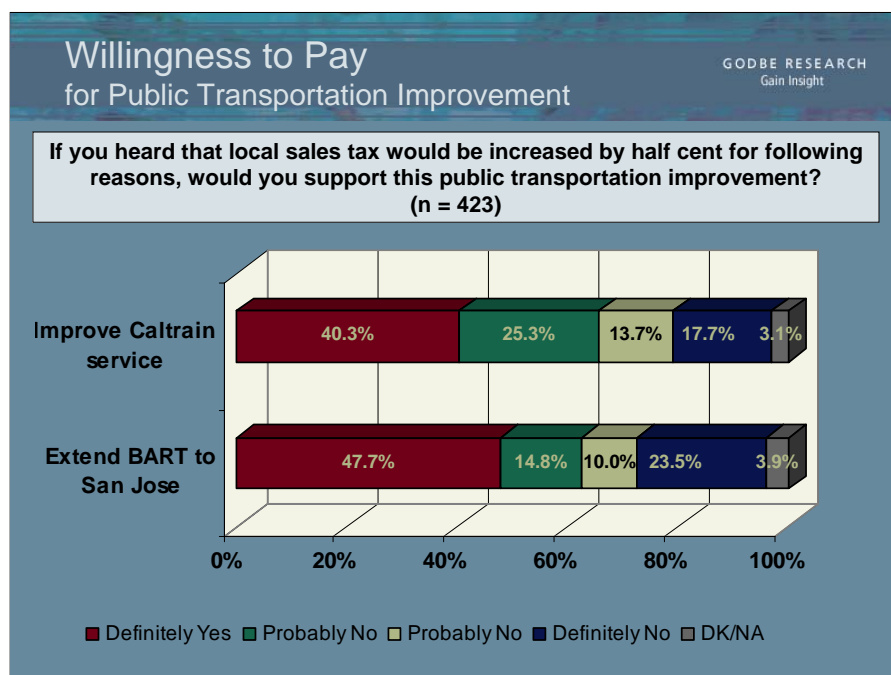
When asked about their willingness to pay \$3 per month for the service, 54 percent indicated their support for this rate. Finally, the highest number of respondents (70%) said that they would definitely or probably be willing to pay \$1 per month for having a weekly recycling service.

In pair-wise comparison of responses based on various demographic variables, it was seen that overall renters were more willing to pay at each rate level tested (mean = 2.6 for \$5, 2.9 for \$3, and 3.2 for \$1) as compared to homeowners (mean = 2.1 for \$5, 2.5 for \$3, and 3.0 for \$1).

Likewise female respondents showed a higher willingness to pay for the recycling service as compared to the male respondents. For instance, 41 percent and 61 percent of women agreed to pay a \$3 per month and \$5 per month service fee respectively as compared to 31 percent and 48 percent of men.

Other than this, no statistically significant differences were noted in the comparison of responses according to demographic characteristics of the sample.

## City of Mountain View Resident Survey Report



The last questions asked the respondents if they would support an increase in local sales tax by half a cent in order to enable the City to improve public transportation in Mountain View. In response to this, 63 percent respondents (48% definitely yes and 15% probably yes) revealed that they would support the tax increase for a potential extension of BART to San Jose. Similarly, 66 percent said that they would support the sales tax increase to improve the service of Caltrain (40% definitely yes and 25% probably yes).

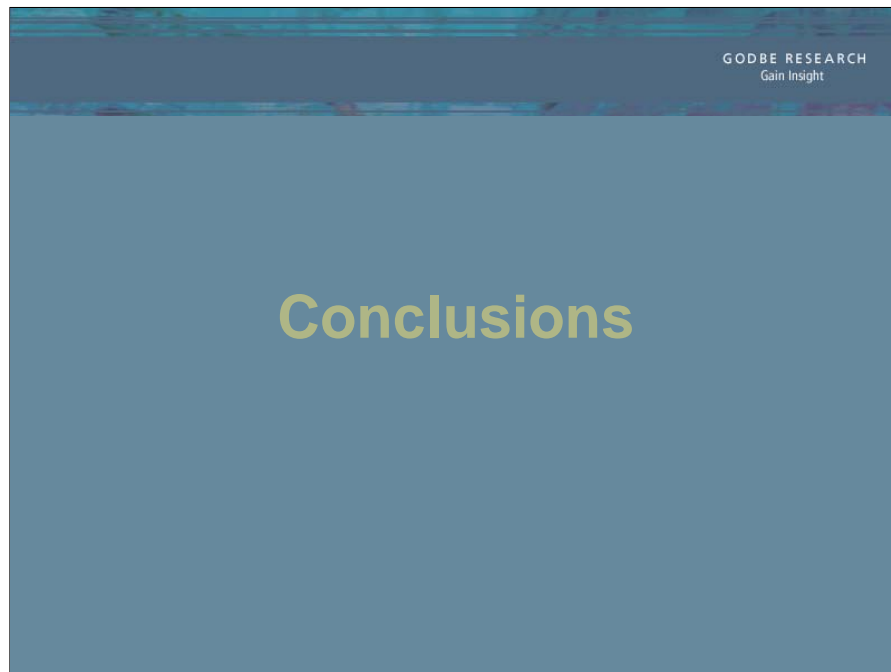
In general, it was evidenced that renters were more willing to support the tax increase for improving public transportation than the home-owners. For instance, 55 percent of the renters agreed to support the sales tax increase to extend BART to San Jose, where as only 40 percent of the home-owners agreed for the same. Similarly, 23 percent of homeowners thoroughly disagreed with the tax increase to improve Caltrain service as against fourteen percent of the renters saying "Definitely No."

Besides this 40 to 49 year old respondents were less willing to support the tax increase (40% definitely no for extending BART to San Jose and 36% definitely no for improving Caltrain service) than the 25 to 34 year old respondents.

Hispanic respondents (3.5 mean) demonstrated a greater willingness to support the local sales tax increase to extend BART to San Jose as compared to Caucasians (2.8 mean), Asians (2.9 mean), and respondents of other ethnicities (2.8 mean).

Finally women (3.1 mean) were more willing than men (2.8 mean) to support the sales tax increase to improve Caltrain service.

There were no other significant differences in opinions of respondents across other demographic variables.



**Conclusion I**

GODBE RESEARCH  
Gain Insight

➤ **City Satisfaction**

- High satisfaction, 97% satisfied with the quality of life in Mountain View
- 95% satisfaction reported for the City's job to provide City services
  - ✓ Satisfaction with individual City service areas ranged from 57% to 92% among the 13 services and programs evaluated
- Areas with relatively high derived importance and relatively low satisfaction ratings include
  - ✓ Land-use regulation
  - ✓ Maintaining a strong financial base for City programs and services
  - ✓ Street and sidewalk maintenance efforts
  - ✓ Enforcing guidelines for quality and safety in City developments

Based on the research objectives for this study and the findings of the analyses, Godbe Research offers the following conclusions to the City of Mountain View:

### City Satisfaction

Mountain View residents reported a very high quality of life in the City, with 97 percent indicating being satisfied. Not only is overall satisfaction remarkably strong at 97 percent, but residents' intensity of satisfaction is also quite high, with the percent "Very satisfied" (67%) more than double the percent "Somewhat satisfied" (29%). Overall, 97 percent satisfaction is one of the highest scores Godbe Research has seen for a city.

Similar levels of satisfaction were echoed when residents were asked to indicate their satisfaction with the city's performance in providing services to its residents. In all, 95 percent of residents were satisfied with the City's efforts to provide various services or programs; this was up from 87 percent in 1995.

When asked about the city's performance in specific areas (Question 6), satisfaction reported was also quite high with the percentage of satisfied respondents ranging from 57 to 92 percent.

While looking at the satisfaction ratings of each city service in conjunction with residents' perception of quality of life, "Land use regulation," "Maintaining a strong financial base for City programs and services," "Streets and sidewalks maintenance efforts," and "Enforcing guidelines for quality and safety in City developments" were identified as the areas that received relatively low satisfaction ratings, but had a relatively high impact on residents' opinion on quality of life. These represent the areas to which the City might consider paying attention.

**Conclusion II**

GODBE RESEARCH  
Gain Insight

- **Top issues facing the city**
  - Increasing availability of affordable housing
  - Improving local schools
  - Reducing traffic on local streets
  - Reducing crime
- **City needs more affordable housing**
  - 55% enough housing; 66% more affordable housing
  - 81% support for having more housing of varying densities near public transit
  - 73% support for having more housing of varying densities throughout the City
- **Majority visit the Castro Street Area**
  - Only 4% have not visited the downtown because of having no time and because there is no reason to go there

### Top issues facing the City of Mountain View

When respondents were asked to enumerate the top two issues facing the city of Mountain View, “Increasing the availability of affordable housing” received the most citations followed by “improving local schools,” “reducing traffic on local streets,” and “reducing crime.”

### Affordable Housing

In terms of availability of general housing, over half the respondents (55%) felt that Mountain View has enough housing. However, two-thirds of the respondents (66%) reported that the City needs somewhat more or substantially more affordable housing. Eighty-one percent supported “having more housing of varying densities near public transit,” while 73 percent supported “having more housing of varying densities throughout the City.”

### Castro Street/Downtown

When asked about visits to the Castro Street area, 96 percent had visited it over the past 12 months for dining, going to the post office shopping and engaging in other activities. Moreover, over 60 percent indicated that they visit the Castro street area at least once a week. Those who did not visit the Mountain View downtown, said that it is mainly because they feel that there is no reason to go there or because they are too busy.

**Conclusion III**

GODBE RESEARCH  
Gain Insight

- **Majority have not visited Cuesta Park Annex site**
  - 68% have not visited the site mainly due to lack of awareness of its existence or location
  - 71% feel that “nature trail” would be the most effective use of the site
- **Congestion is the most important traffic issue**
  - 83% feel “Speed humps” would help reduce speeding and cutting through neighborhood streets
- **Generally safe to cross streets or bike in City**
- **Use of public transportation is not very rampant**
  - 49% use public transportation for reasons other than daily commute

### Cuesta Park Annex

In terms of the Cuesta Park Annex site, only about one-third of the respondents (29%) reported having visited the site during the past 12 months, and 36 percent of these respondents went there at least once a week for hiking, playing or walking the dog. Among the respondents who had not visited the site, “not being aware of its existence or location” was the most prominent reason for not visiting. In regards to the potential use of the site, seven in ten respondents (71%) felt that “Nature trail” would be an excellent or good use of the site.

### Traffic Conditions and Pedestrian Safety

Close to half the respondents (47%) believed that congestion is the most important traffic issue in Mountain View. In order to deal with speeding and cutting through neighborhood streets, 83% indicated that speed humps would be an effective traffic calming measure.

Sixty-eight percent thought that it is safe to bike around Mountain View and 81 percent said that it was generally safe to walk across major intersections in the City. The intersection of El Camino Real-American/Sylvan was identified as the least safe place for crossing the street.

### Public Transportation

Almost half of the respondents (49%) had used public transportation, mainly Caltrain (68%) in the past 12 months. The frequency of usage indicates that people do not use public transportation for day-to-day commute.

**Conclusion IV**

GODBE RESEARCH  
Gain Insight

- **Generally safe to walk around Mountain View**
  - 96% feel safe walking during day and 68% at night
  - Gang prevention and intervention is the most important priority for the Mountain View Police
- **City Recreation Program**
  - 84% non-participation mainly due to unawareness of the programs, inconvenient timings, lack of interesting activities, and due to having no time or being too busy
  - 29% cited "Youth programs and services" as an area for expansion of the program
- **Mailing information pamphlets would help prepare the residents for an emergency**

### Public Safety and Police Services

In all, 96 percent of the respondents reported that it is safe to walk in the City during the day and 68 percent feel safe walking at night. Men offered greater safety ratings than women. Respondents with two or more children felt more unsafe walking in the City during the day.

In regards to the importance of priorities for the Mountain View Police, highest ranking was given to "gang preventions and intervention."

### Recreation

Majority respondents (84%) had not participated in the City Recreation program mainly because of lack of awareness, inconvenient timing, lack of activities of interest to them, and because of having no time or being too busy. Youth programs and services would be the most important area for the City to expand its recreation programming.

### Emergency Preparedness

On asking about the ways to help Mountain View residents prepare for an emergency, 45 percent of the respondents cited that mailing information pamphlets as a helpful way.



**Conclusion V**

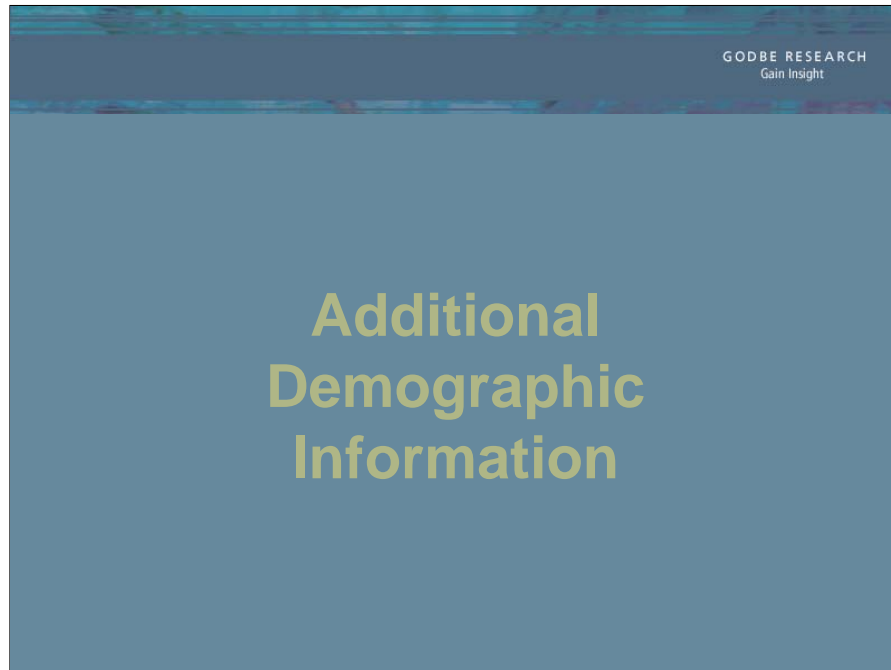
GODBE RESEARCH  
Gain Insight

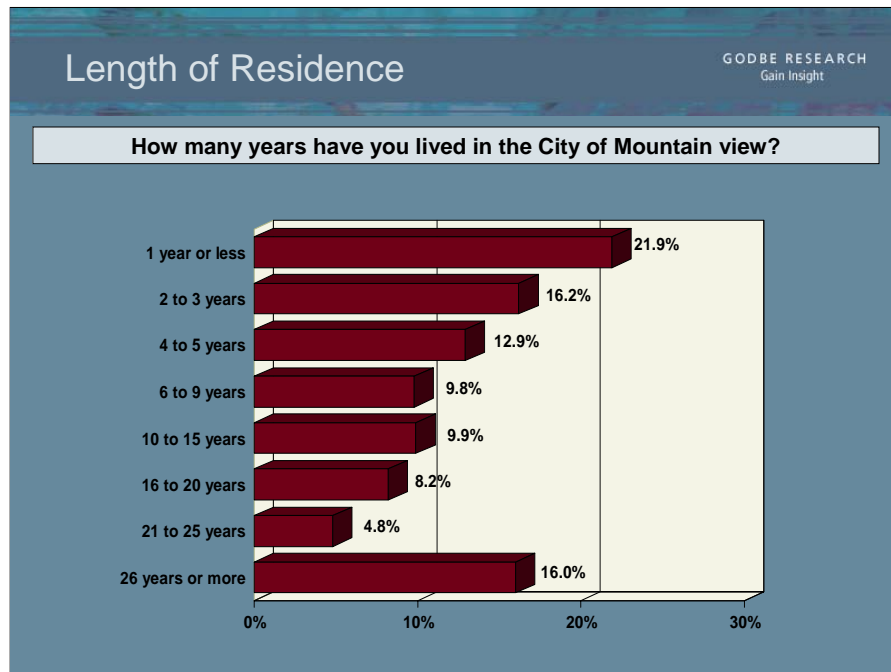
- **Willingness to pay for Weekly Recycling**
  - 51% unwilling to pay \$5 per month for the service
  - 69% willing to pay \$1 per month for the service
- **Tax Increase for improving Public Transportation**
  - 63% support tax increase for extending BART to San Jose
  - 66% support tax increase for improving Caltrain service

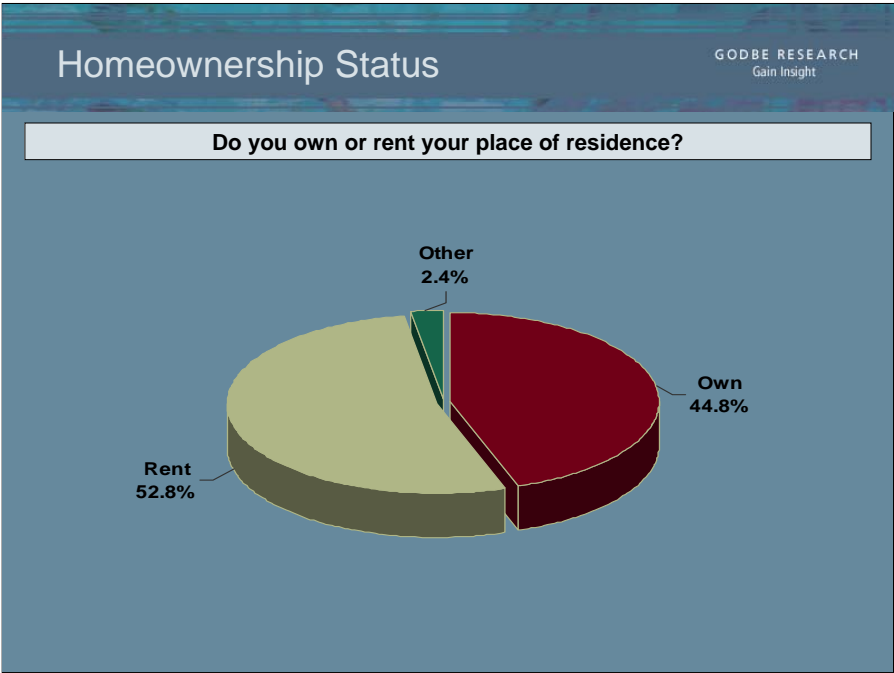
### Willingness to Pay for Specific City Services

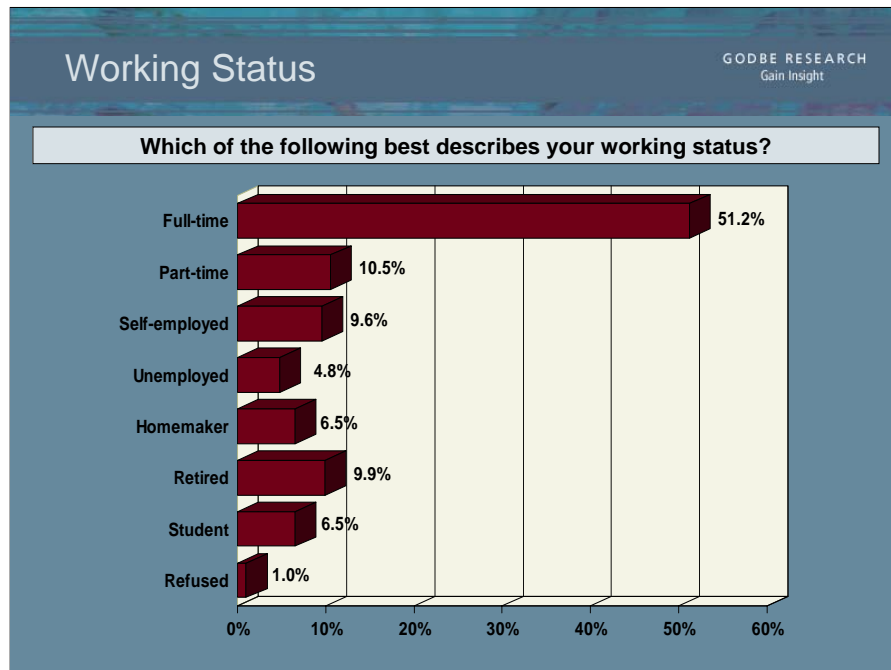
With regards to the residents' willingness to pay for certain City services, about half the respondents (51%) indicated their unwillingness to pay \$5 per month for a weekly recycling service. However, seven in ten (70%) were willing to pay \$1 per month for the same.

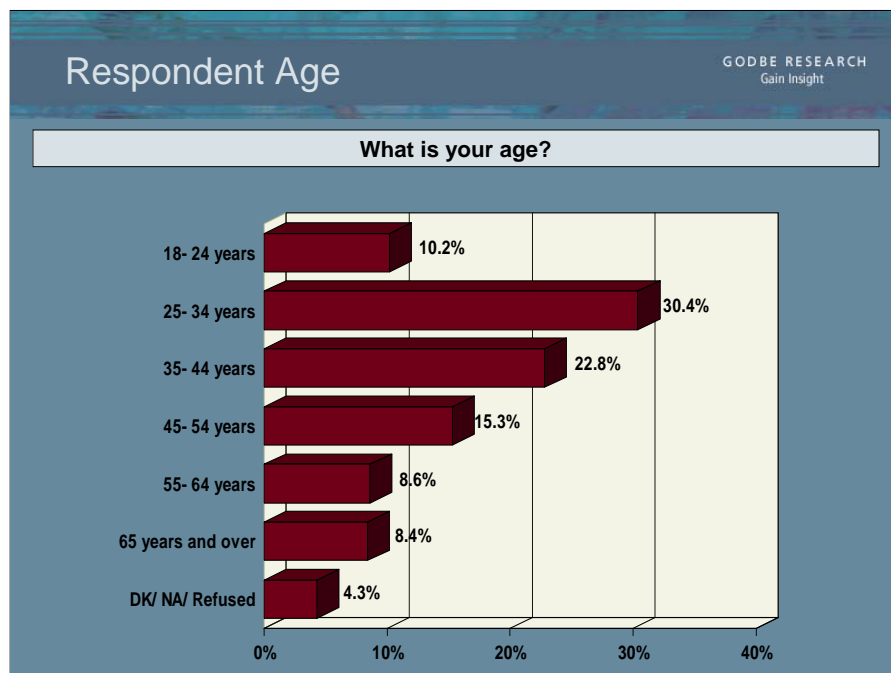
In order to improve public transportation, 63 percent supported an increase by half a cent in the local sales tax for extending BART to San Jose. Sixty-five percent, on the other hand, supported the tax increase in order to improve Caltrain service.

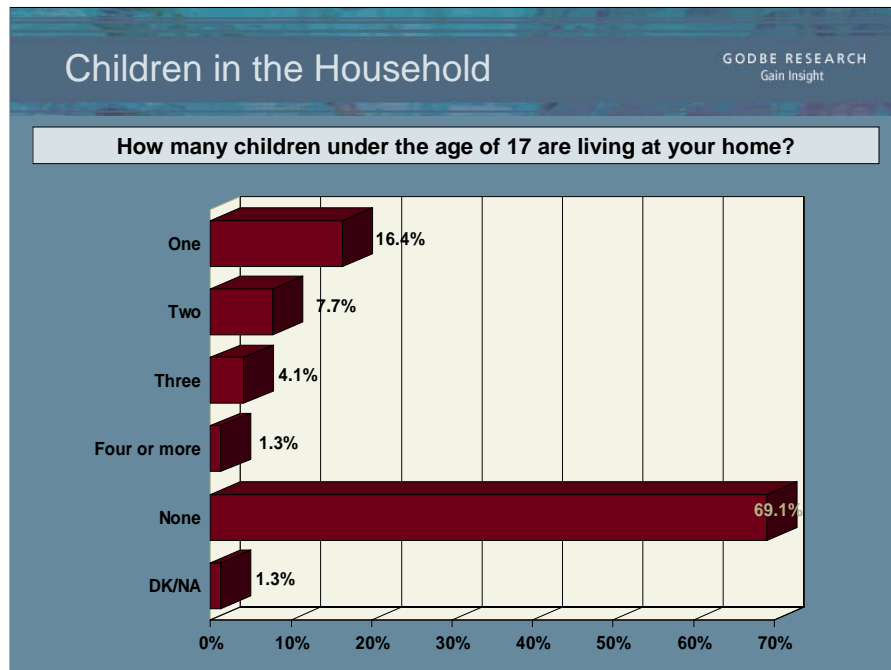


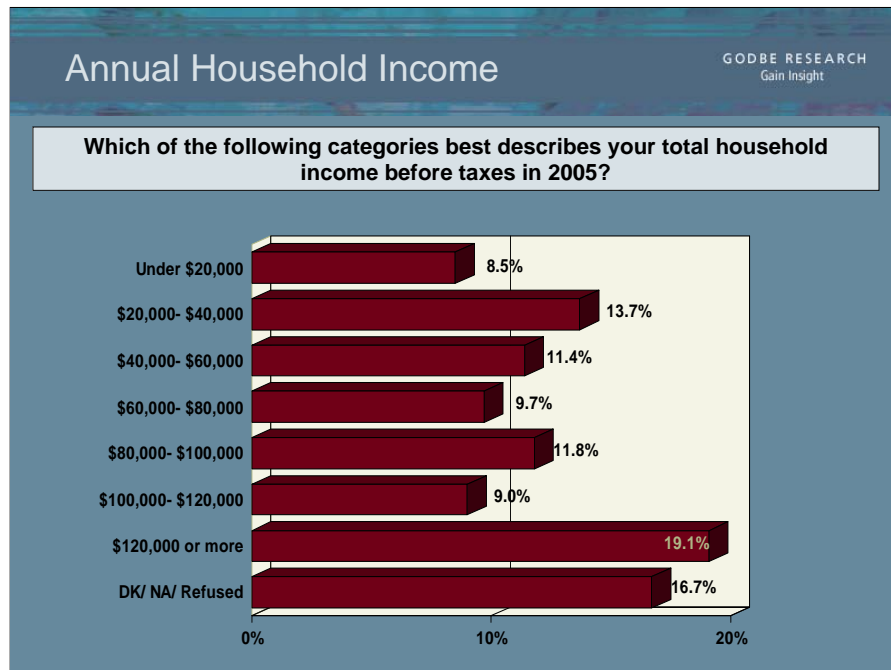




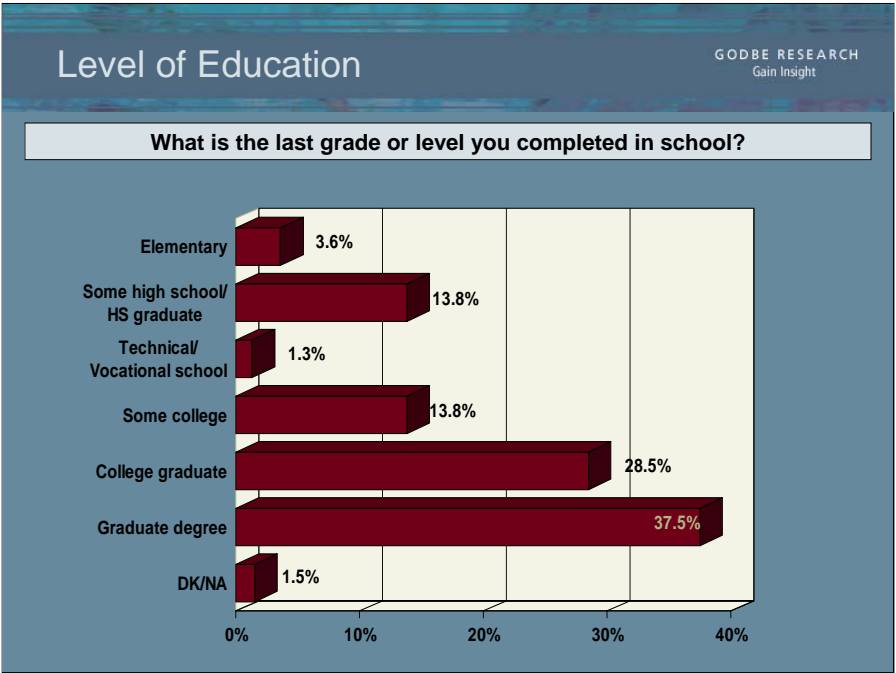


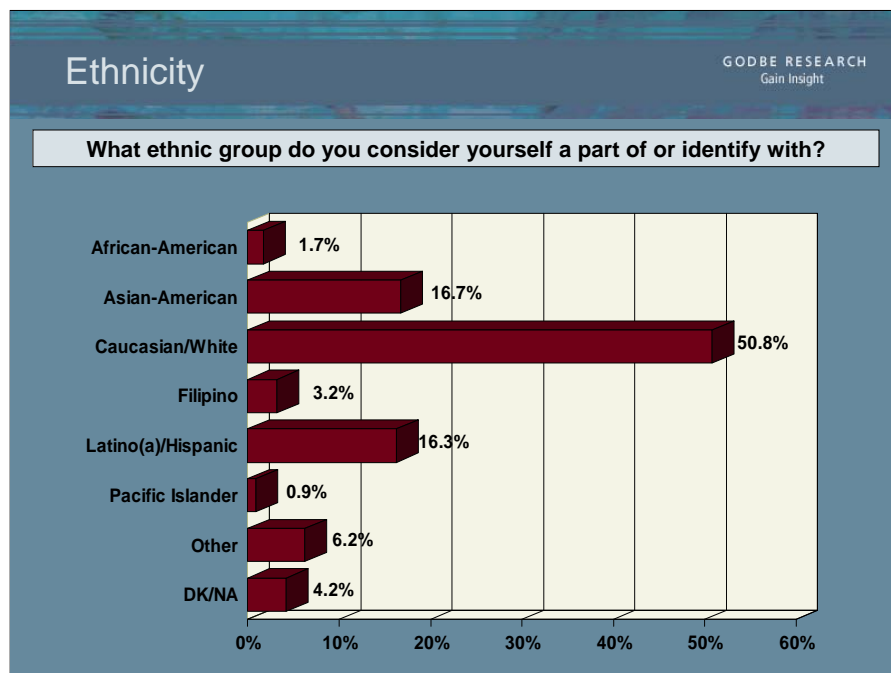


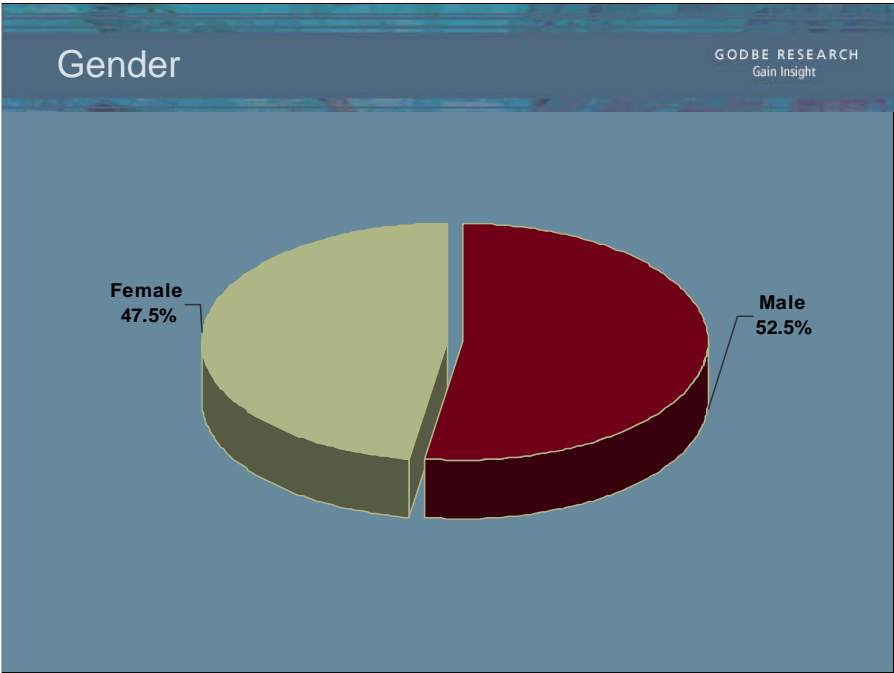


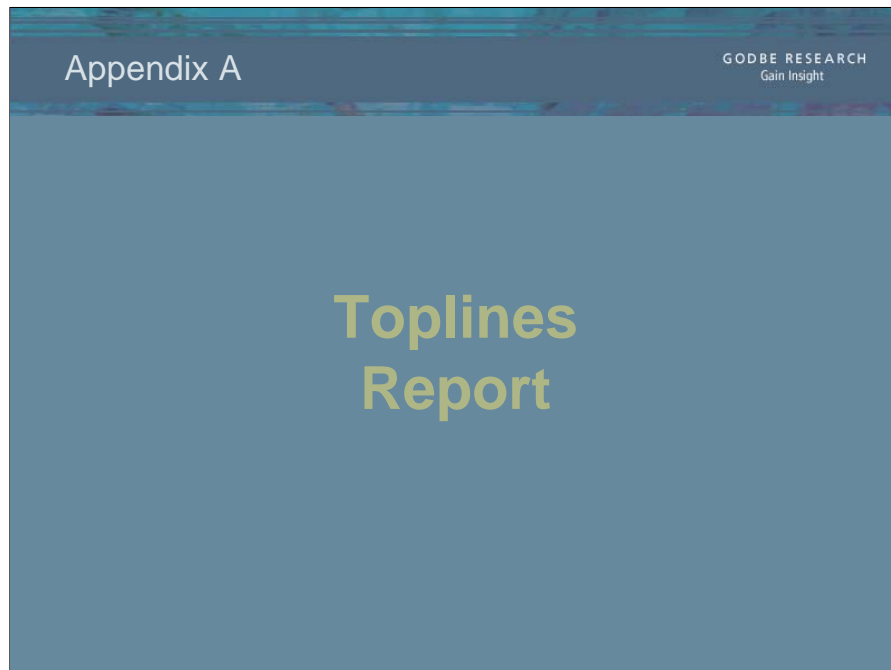




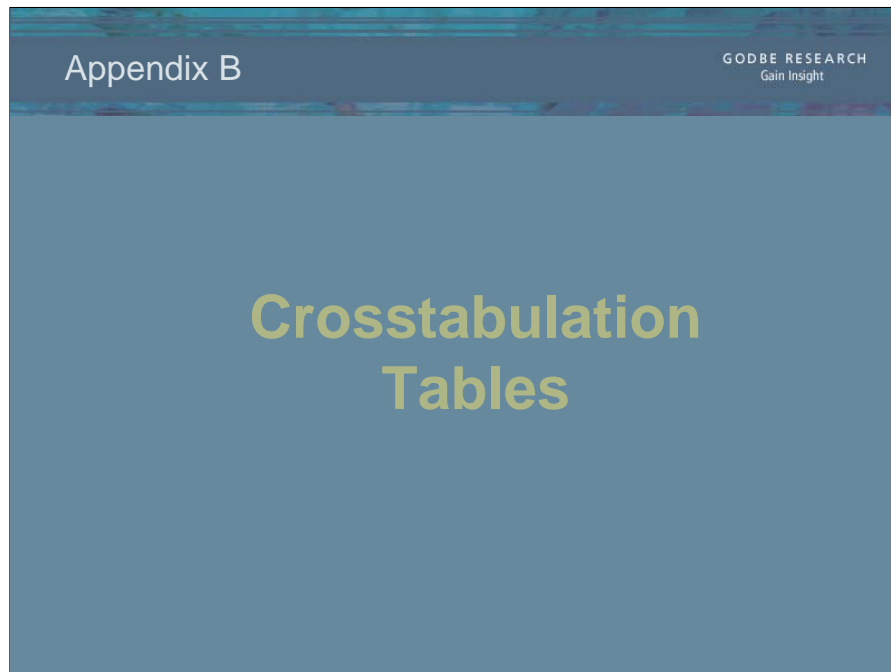




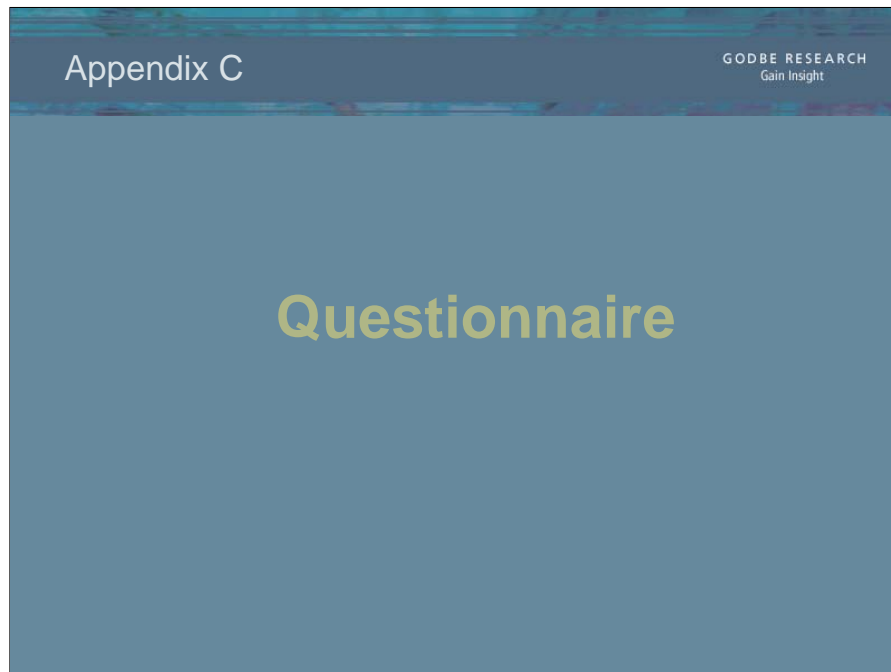




The following appendix displays the topline report, which includes the percentage of 423 respondents who reported the items in the answer options to each of the questions in the survey (unless a skip pattern is indicated). For example, if 50 percent is next to the "Yes" response option for a question, then 211 of the 423 respondents indicated a "Yes" answer to that question.



The following appendix displays the crosstabulation tables should readers wish to conduct a closer analysis of subgroups for a given question. These crosstabulation tables provide detailed information on the responses to each question by all demographic groups that were assessed in the survey.



The following appendix displays the questionnaire that was used for the study.